**4-H MRKT-06/15**

**4-H Marketing Score Sheet**

Exhibitor’s Name Placing

Grade/Division/Club

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Characteristics** | **Excellent** | **Good** | **Needs to Improve** |
|  |
| * General Appeal
 |  |  |  |
| * Use of Selected Media
 |  |  |  |
| * Easy to transport, replicate, or access
 |  |  |  |
| * Conforms to the Age, Maturity, or Intellect of the Intended Audience (ie. basic for new 4-H’ers; more in depth for season 4-H’ers; adult oriented for adults, etc.)
 |  |  |  |
| * Solicits a Call to Action of the Audience
 |  |  |  |
| * Some form of contact information included (ie. website, phone number, physical address, building name, email, etc.)
 |  |  |  |

**Marketing Tool Topics**

|  |  |  |  |
| --- | --- | --- | --- |
| * Focuses on one of the topics listed in the division guidelines
 |  |  |  |

**Appropriate Use of the 4-H Name and Emblem**

|  |  |  |  |
| --- | --- | --- | --- |
| * 4-H Name and/or Emblem is used
 |  |  |  |
| * Name and/or Emblem is used appropriately
 |  |  |  |

**Comments:**

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**Marketing Tool Topics**

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**Comments:**