



THEMATIC PROMOTION

New Mexico – State Event

Thematic Promotion, an individual or team event recognizes participant(s) for developing banners related to the State Leadership Conference theme. The participants will prepare an artistic banner related to the theme of the State Leadership Conference; plan pleasing color harmonies, and use the elements of design in the banner.

Eligibility

Participation is open to any state and nationally affiliated FCCLA chapter member.

Categories

- Level 1 – Members through grade 8
- Level 2 – Members in grades 9 and 10
- Level 3 – Members in grades 11 and 12

Rules

1. Participants are required to attend an orientation prior to the contest.
2. Members will design a banner that represents the theme of the State Leadership Conference.
3. The chapter name or school name may not be included on the banner front; however, each entry **must** include a detachable label which will be placed on the banner at the conclusion of judging by the lead consultant. This label must be **8½" X 11"** and printed in black, bold letters. **(Failure to include the information label will result in a point deduction, not to exceed 10 points)** It shall include participants' name(s), chapter name, school, city, and district.
4. Maximum size of the banner shall be **4' by 5'**. There is no minimum size requirement. Banners will be measured prior to hanging. Banners that exceed these maximum dimensions will have two (2) points deducted from the event score for each inch over the maximum size, up to a total deduction of ten (10) points.
5. Banners can be made from materials of the chapter's choice.
6. All banners must be checked in at State Leadership Conference registration to allow for time to measure before the opening session.
7. The chapter must prepare the banner for hanging with a rod and cord. An easel or stand to display the banner must be provided. Failure to do so will result in a five (5) point deduction.
8. The banner will be evaluated using the criteria outlined on the evaluation sheet.
9. All banners will be available for viewing during specified times at the conference. They must be removed by the designated time. The times will be specified at STAR Event orientation.
10. Top participants will be recognized during the Awards Session.