Requirements
The goal of your video should be to generate excitement about your team, the Rocketry Challenge, and aerospace and space exploration.

There are four requirements for your video:
• The video must be made entirely by the student team members.
• Your video must be between 60 and 120 seconds in length.
• Your video must be shot in at least 720p.
• You must upload your video to YouTube or Vimeo and provide an active link.

Beyond that, it's all up to your team!

Score
Videos will be scored based on the following categories:
1. Strength of Message (50 points)
2. Creativity (30 points)
3. Editing and Technical Skills (20 points)

Each category will be scored between one and five, and those ratings will be used to assign the video a total score out of a possible 100 points. For more detail on these categories, see our scoring rubric on page three.

Bonus Points
Teams can earn up to 50 bonus points by performing the activities listed below, or others that fall into our three categories of engaging: (1) the media, (2) your community, and (3) your peers. Each activity is worth a different amount of points depending on its category, and they can be repeated multiple times for additional points.

• Engaging the Media (10 Points Each)
  ◦ Get your team featured in your local newspaper
  ◦ Get your team featured by your local TV station

• Engaging your Community (5 Points Each)
  ◦ Host or attend an event to teach others about rocketry
  ◦ Invite and have other schools attend a launch

• Engaging your Peers (2 Points Each)
  ◦ Design a poster promoting your team and display it in your school
  ◦ Get featured in your school newspaper

When performing these activities, make sure to get documentation. Whether it’s a newspaper clipping, photo of your team at an event, or a photo of your poster up in the halls, make sure that you have documentation for all your bonus points.

Think of an activity that might fall under one of these three categories but isn’t listed here? Send us an email at rocketcontest@aia-aerospace.org and we will let you know if it meets our expectations.
Judging
All entries will be scored by at least three members of the American Rocketry Challenge team. From there, the top ten entries will be sent to a panel of five judges from our partners and sponsors.

All teams will receive their graded rubrics after the grand prize winner is announced on April 10 and be sure to include your team number in the subject line.

Prizes
The winning team will receive the following prizes:
- Guaranteed qualification for the National Finals
- $1,000 team prize
- A custom logo and poster consultation and design by 2046 Design, the same firm that created the American Rocketry Challenge logo
- Custom swag with your new logo for the National Finals

Submissions
All submissions should be uploaded to YouTube or Vimeo. You must also complete the entry form found at rocketcontest.org/Marketing-Competition. Once you have uploaded your video and completed the entry form, email them both to rocketcontest@aia-aerospace.org with the subject line “2020 Marketing Competition – Team #20-XXXX” and be sure to include your team number in the subject line.

All entries are due via email no later than Sunday, March 22.
<table>
<thead>
<tr>
<th>Score</th>
<th>Strength of Message</th>
<th>Creativity</th>
<th>Editing and Technique</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>This video’s messaging is clear and memorable. The goal of the video is clear, and scenes demonstrate ambition in advocating the team's message. Video’s message demonstrates thoughtful planning and uses varied storytelling techniques to inspire and excite multiple audiences.</td>
<td>This video showcases the team, the Challenge, and aerospace overall in a way that utilizes a wide variety of sources, such as different texts, media, resource persons, or personal experiences. This video highlights characteristics of the specific team or the Challenge in a way that demonstrates the team’s unique experience. This video demonstrates exceptional creative effort in presenting the Challenge and aerospace.</td>
<td>This video demonstrates smooth, high quality editing and detailed videography. Transitions between scenes demonstrate strong attention to detail, add to overall engagement, and show thoughtful planning. Any effects, if used, heighten audience experience and are implemented with discretion. Errors are minimal or non-existent.</td>
</tr>
<tr>
<td>4</td>
<td>This video’s messaging is strong and memorable. The goal of the video is clear, and scenes reinforce the overall message. Video’s message demonstrates preparation to achieve the goal of inspiring and exciting audiences.</td>
<td>This video showcases the team, the Challenge, and aerospace in a way that demonstrates creative effort. This video showcases characteristics of the team or the Challenge to strengthen its message. This video presents aerospace in a way that demonstrates good creative effort.</td>
<td>This video demonstrates high quality editing and videography. Transitions between scenes are smooth, well timed and consistent throughout. Any effects, if used, keep the audience engaged throughout the video. There are some errors, but their effect on the overall video is minimal.</td>
</tr>
<tr>
<td>3</td>
<td>This video presents clear and engaging messaging. The goal of the video is discernable, and scenes may reinforce the message indirectly. Video attempts to achieve the goal of inspiring and exciting audiences.</td>
<td>This video showcases the team, the Challenge, and aerospace throughout. This video uses showcases characteristics of the team or the Challenge to strengthen its message that may be vague. This video presents aerospace in a way that may not demonstrate creative effort.</td>
<td>This video demonstrates an educated attempt of editing and videography. Transitions between scenes are well timed, with few jarring moments. Any effects, if used, help keep the audience engaged but may feel slightly out of place. Transitions between scenes can be abrupt or slow, but the message can still be followed.</td>
</tr>
<tr>
<td>2</td>
<td>This video’s messaging may be not always be engaging or clear, but effort is evident. The goal of the video may be unclear at times, and some scenes may contradict or takeaway from the message. Video does not show evidence of achieving goal of inspiring and exciting audiences.</td>
<td>This video occasionally showcases the team, the Challenge, and aerospace. This video does not utilize specific characteristics of the team but may use characteristics of a team in general to strengthen its message. This video presents rocketry in a way that does not demonstrate creative effort.</td>
<td>This video’s editing and videography may be lacking, but effort is evident. Any effects, if used, are engaging but may detract from the message. Errors in the video make it difficult to watch.</td>
</tr>
<tr>
<td>1</td>
<td>The message of the video is incoherent, or not related to the prompt.</td>
<td>This video demonstrates minimal original work or does not reference the team, the Challenge, or aerospace.</td>
<td>The video is extremely difficult to watch or is entirely unviewable. There are noticeable errors that affect the video, but it is still watchable.</td>
</tr>
</tbody>
</table>