



WASHINGTON DECA'S SPONSORSHIP VIDEO CONTEST

Category	Exceeds (4)	Meets (3)	Below (2)	No Value (1)
Explanation of Washington DECA	Clearly explains and demonstrates WA DECA's mission and vision.	Clearly explains OR demonstrates WA DECA's mission and vision, but not both.	Implies but does not clearly explain or demonstrate WA DECA's mission and vision.	Explanation of WA DECA's mission and vision is missing.
Objective and Message <small>Viewer will understand the benefits and impact of WA DECA on our students and community. Request for sponsorship will occur in messaging.</small>	Objective and messaging of video are clear and demonstrated.	Objective and messaging of video are clear OR demonstrated, but not both.	Objective and messaging are implied but not clear.	Objective and messaging were missing.
Impact of Washington DECA on Students	Impact of WA DECA on its members is clearly explained and demonstrated.	Impact of WA DECA on its members is explained OR demonstrated, but not both.	Impact of WA DECA on its members is implied, but not clearly stated or demonstrated.	Impact of WA DECA on its members is missing.
Impact on Target Audience	Video clearly impacts and reaches its target audience.	Video reaches its target audience, but lacks strong impact.	Video lacks understanding of target audience and impact.	Video does not reach or have an impact on target audience.
Creativity	Video demonstrated creativity in music and style; great promotional impact.	Video demonstrated creativity in music and style; lacked in promotional impact.	Video was creative, but lacked impact with music and style.	Video lacked creativity.
Professional Product	Video looks professional.	Video looks somewhat professional.	Video lacks quality.	Video is poor in quality.
Video length	Between 1:30 – 2:30			Less than 1:30 or more than 2:30
Total out of 28 points possible				

Target Audience: Potential **sponsors** of Washington DECA.

Sponsoring is defined as the act of supporting an event, activity, person, or organization financially or through the provision of products or services. The individual or organization providing the support is known as the sponsor. An example would be Wells Fargo is a sponsor of Washington DECA.

Resources:

- [DECA's Facts and Guiding Principles](#)
- [Washington DECA's "About" page](#)

If you are interested, please reference the current video in use at <https://www.wadeca.org/sponsor>. This video is only provided as an example and should not be directly copied. Such submissions will not be considered.