



2020

# YouthBiz Commercial Contest

Brought to you by Community Futures (CF) Sunrise



Dream up a business idea,  
create an audio commercial  
and compete for cash prizes!



Contest Entry Deadline: **4pm on Nov 19, 2020**

[www.cfsask.ca/sunrise/sunrise-services#YouthBiz](http://www.cfsask.ca/sunrise/sunrise-services#YouthBiz)

Questions? Contact CF Sunrise: 1.306.842.8803

[youthbiz@sasktel.net](mailto:youthbiz@sasktel.net)

YouthBiz turns 14 years old this year! This youth business contest is made just for you . . . grade 6-12 students in the CF Sunrise region (southeast SK). So much has changed over the years, but the basics of YouthBiz stay the same. Dream up a great business idea, write about it and show it off to others.

This year we decided to pivot the YouthBiz contest. In the 2020 YouthBiz Commercial Contest, you'll come up with an awesome business idea, write about it, and create your own audio commercial for your business. The Prize money is amazing: **\$300 for First Place, \$200 for Second Place, \$100 for Third Place.**

Enter individually or as a group (you will share the prize money with other group members if you enter as a group). Here are the step-by-step instructions on how to prepare your YouthBiz Commercial Contest entry. Make your commercial fun and engaging with great content. Good luck!

### 1. Sign up to enter the contest.

The first step is to let us know you're in the running! Ask your teacher to contact CF Sunrise (or do it yourself) and tell us you're entering the YouthBiz Commercial Contest. Email [youthbiz@sasktel.net](mailto:youthbiz@sasktel.net).

### 2. Then start working on your YouthBiz entry by answering these Business Questions:

- a. What is your business name and what do you sell?
- b. Who are your customers? What price(s) will you charge for your products/services?
- c. Where is your business located? What are the different ways you can sell to customers?
- d. What is your company's jingle or slogan? Create one to use in your commercial!
- e. Why did you pick this business idea?

Save your answers to these Business Questions in a MS Word document (.doc) or Adobe (.pdf).

### 3. Create your awesome Audio Commercial.

Practice makes perfect! Spend some time thinking about what you want to say in your commercial. Use answers from the Business Plan Questions as a basis, and then let creativity guide you. Write out your plan of action (and your script) so you feel more comfortable in front of the microphone. Practice, practice, practice . . . and then record it!

#### Audio Recording Hints

You can use your mobile device or your computer to record your audio commercial.

- On your iPhone/iPad, use your Voice Memo app. Then save/email your file for the contest (see #4 below)  
Learn how: <https://www.youtube.com/watch?v=mlWHI1hjfB4>
- Using your computer and microphone, try Audacity or the audio recording program of your choice.  
Audacity: <https://www.audacityteam.org/download/> . If your file is large (over 10MB), consider saving it to DropBox and sending the link to YouthBiz. That way your YouthBiz entry email is sure to be delivered!

**Helpful Hints** as you create your commercial:

- a. Do a few test run of your commercial first, before recording the final product.
- b. Limit your commercial to max 60 seconds in length. It can be shorter, but ensure it's effective.
- c. Use your enthusiasm for your business idea to make your commercial vibrant, expressive, informative or entertaining.

### 4. Submit your YouthBiz Commercial Contest entry!

When your Business Plan document (saved as a .pdf or .doc file) and YouthBiz Commercial file (mp3, wav, m4a file) are ready, email them to [youthbiz@sasktel.net](mailto:youthbiz@sasktel.net).

**Important: Include your name(s), grade level, school and teacher name** in your email when you send your YouthBiz Commercial Contest entry materials. **Entry Deadline is 4pm on November 19, 2020.**

**Questions?** Contact CF Sunrise: 1.306.842.8803 or [youthbiz@sasktel.net](mailto:youthbiz@sasktel.net)

**First Place: \$300 Second Place: \$200 Third Place: \$100**  
*Plus Achievement Awards of \$50, as awarded by YouthBiz Judges*

Here's what the judges will be looking for in the entries. . .



## Judging Worksheet

Student(s): \_\_\_\_\_

School: \_\_\_\_\_

Criteria	Max Points	Score
<b>The Audio</b> (the audio commercial is effective, clear and concise)	30	
<b>The Commercial Message</b> (your Commercial sends a great message including your business name, products or services & other info customers want to know)	30	
<b>The Business Question Document</b> (your answers to the Business Questions were descriptive, well written and thoughtful)	30	
<b>That Little Extra</b> (your answers to the Business Questions were easily understood and creative, AND your audio was memorable, catchy/attractive, fun to watch, etc.)	10	
<b>Maximum Total Score</b>	<b>100</b>	

*Community Futures Sunrise, organizers of YouthBiz, reserves the right to disqualify entries with inappropriate content.*