

Submission upload link found at
www.summersynergy.ca

Submission Deadline

**JUNE
15**

MARKETING



“BEING A CONNECTOR”

Our Agriculture Industry is “Greatest Together.”

We want to showcase the critical elements that make our livestock sector so unique:

- ✓ Building Authentic Relationships
- ✓ Producing High Quality Genetics
- ✓ Promoting

YOUR MISSION:

Select an individual(s)/company/organization/corporation who you feel is crucial to the advancement, involvement and future of Agriculture. Focus on 5 questions that you believe will share insight and enlightenment to viewers of how that individual(s)/company/organization/corporation is directly involved in the present and future of agriculture. “Connect” your information through a video, podcast or written format based on your specific age category below.

SENIOR: (AGES 15 – 21)

Think about informative videos that will have an introduction, body and conclusion that informs the audience and leaves them craving for more... maybe like Barbara Walters!

- ✓ Option 1 - Create a 5-8 minute video interview with a person representing the individual and business.
- ✓ Option 2 - Create a 5-8 minute podcast interview with a person representing the individual and business.

INTERMEDIATE: (AGES 12 – 14)

A story that introduces the audience to a topic and gives them a lasting impression... maybe like the 5pm Local News!

- ✓ Option 1 - Create a 2-4 minute video where you explain or describe a company and the roles they play in our industry.
- ✓ Option 2 - Design a 2-4 page advertorial story for the company you have selected to highlight. Be sure to source and include images and make the design attractive and eye-catching.

JUNIOR: (AGES 9 – 11)

- ✓ Option 1 - Design a 1 page ad that would run in a Agri Based Media Publication for the company you have chosen. Make sure to include the 5 most important points this company brings to the table for agriculture.
- ✓ Options 2 - Write a 1 page story on the chosen company explaining their role and how they will continue to contribute to our industry in the future be sure to include 5 major point.

We want you all to think outside of the box and reach out to the vast array of business that are so important to Agriculture. Some ideas to get you thinking: Breed Associations, Feed Companies, Reproduction Organizations, Seed and Fertilizer, Meat Processors, Banking Institutions, Marketing Firms. The list is endless so tap into your creative and be an important “Connector” between our AG Industry and Summer Synergy!

YOU WILL BE EVALUATED ON:

Creativity ~ Insight ~ Thoughtfulness ~ Connection

You will not be evaluated based on production skills but rather the effort and content shared