

# America250PA & Pennsylvania Turnpike Commission: "Powering the Future" 2024 Direct Effect™ Innovation Challenge (DEIC) Guidelines and Requirements



**Round 2 Overview:** Each school may select **one team (of up to 4 students)** to represent their school in Round 2, which will be held virtually. For Round 2, each participating team must submit a 6-minute recording of their presentation and pitch, selling their original integrated marketing campaign (IMC) to America250PA, the PA Turnpike Commission, and the Round 2 judges. Whereas Round 1 was used primarily for brainstorming, research, and basic planning, Round 2 should be used to build out your integrated marketing campaign timeline, budget, implementation logistics, and presentation.

## What Materials Will Be Provided?

Guidelines and templates will be provided for each round. These materials can be found online. *Online materials are organized by round in our [2024 DEIC Action Center](#).*

## What Needs To Be Submitted By The Round 2 Deadline?

Your team should submit the following materials

**by 11:59pm on October 18, 2024:**

- Planning/Concept Sheet
- Your team's suggested \$100,000 Budget Proposal (see below)
- The Youtube link for your 6-minute recorded presentation
- Your Round 2 Google Form survey
- Your 2024 DEIC Release Forms from each student

*\*All materials, excluding the Google Form survey, should be emailed to [DEIC@America250PA.org](mailto:DEIC@America250PA.org) with the subject "2024 DEIC Round 2 Submission" + your institution's name.*

## What Should Be Included In Our Budget Proposal?

Developing a budget is an important step in planning any IMC. America250PA and the PA Turnpike Commission are looking for a Budget Proposal\* of \$100,000 for your combined PPE and marketing campaign. Please provide an outline and/or Line Item Budget. Here are some additional items to keep in mind:

- The budget for the development and implementation of your integrated marketing campaign **should not exceed \$100,000.**
- Remember that while it will cost money to implement and manage your IMC, **it should incur no costs to your target audience.**
- America250PA is #PAProud to partner with Pennsylvania businesses and vendors for most of our programs, projects and events. We encourage you to also research PA businesses and marketing costs while building your proposed budget.
- You are welcome to set up your budget sheet however you would like. Ideally, we are looking for a **very basic 1-page document that lists and explains your anticipated costs** based on the research you have conducted. **This sheet will be shared with the judges.**
- Please attach your budget proposal to your submission email as a **Word/Google Doc, Excel/Google Sheet, or PDF document.**

### Looking ahead to Finals:

*The five top scoring teams will advance to Finals. With their Round 3 submission, these teams will also be asked to provide a \$10,000 - \$15,000 scaled version of their overall budget.*

*\*The budget is meant for planning purposes only. America250PA does not expect teams to incur expenses and is not responsible for any costs associated with the planning of your DEIC proposal and presentation.\**

## What Should Be Included In Our Recorded Presentation?

Your Round 2 recorded presentation is your opportunity to sell your IMC to America250PA and the PA Turnpike Commission. You should use the Round 2 Planning sheet as your guide for the content. Don't be afraid to get creative in how you present your ideas!

*Submissions over 6 minutes will **NOT** be considered.*

## How Do We Upload Our Recorded Presentation To YouTube?

Your presentation must be uploaded to Youtube and labeled as "**unlisted**". The "unlisted" preference only allows viewers who have the link to view your video.

## Will We Get To View Other Round 2 Presentations?

Yes! This year's presentations will be shared with the judging panel and all Round 2 participants.

## How Will Our Round 2 Concept Be Judged?

Round 2 will be judged by a panel of field and industry experts, using the official DEIC Round 2 Judging Rubric. This rubric can be found in the 2024 DEIC Action Center.

## How Many Teams Will Make It To Finals?

Five teams will make it to Finals (Round 3) held in Harrisburg, PA on November 15th. The Finalists announcement will be emailed out on **Monday, October 28th.**

## Additional Questions

Please reach out with any questions or to set up a brief team call. All DEIC questions should be directed to [DEIC@America250PA.org](mailto:DEIC@America250PA.org).



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