



MEDA Fifth Annual Marketing Competition

For the fifth year, MEDA will sponsor a competition of local economic development marketing materials. This competition provides an opportunity for Michigan's economic development organizations to have professional marketing firms independently review their marketing materials, gives MEDA members a chance to review materials from other practitioners around the state and participate in a fun competition!

Submissions will be categorized by the *size of the community* represented by the economic development organization:

Level One: Under 50,000 population

Level Two: 50,001 to 100,000 population

Level Three: 100,001 to 500,000 population

Level Four: 500,000 and more population

Categories for review include:

- **Print marketing materials**
- **Web sites**
- **E-Newsletter**

Submissions will be *evaluated* based on:

- **Creativity**
- **Content**
- **Branding**

First- through third-place ribbons will be awarded in each category, as well as a written review of the submission by the professional marketing organization. All submissions will be on display at the Annual Meeting and awards will be announced at the Annual Meeting Awards Ceremony.

To allow adequate times for marketing firms to review the submissions, the application and related materials are **due to MEDA by Friday, July 30, 2010**. Please contact MEDA at (517) 241-0011, or via e-mail at cjorae@medaweb.org, if you have any questions.

This is a great opportunity to showcase the fine work done by MEDA members in promoting the great opportunities available to businesses located in or considering relocating to Michigan.



MEDA Marketing Competition Entry Form

Organization _____

Address _____

Phone _____

Contact Person _____

E-mail of contact person _____

Population of community represented _____

Briefly describe... (use additional pages if necessary)

Objectives _____

Target Market _____

Results _____

Category for submission:

- Printed marketing materials (submit 7 copies)
- Website (submit link to website as well as 7 copies of four key pages, in color if possible)
URL _____
- E-Newsletter (Either include a web link or forward us the last three editions of your newsletter via email at cjorae@medaweb.org.)

Mail submissions to:

Michigan Economic Developers Association
P.O. Box 15096
Lansing, MI 48901-5096
Email: cjorae@medaweb.org