

Sunkist Challenge, 2007

Sponsored by
Cadbury Schweppes Americas Beverages

Purpose

The Sunkist Challenge encourages DECA members to seek knowledge beyond advertising's traditional media and to develop a working appreciation for advertising on the Internet.

Eligibility

- ◆ Only high school members of DECA Inc. are eligible to participate.
- ◆ The entry must include a completed Statement of Assurances form found in the online guidelines.
- ◆ No changes may be made to the project once it is submitted to DECA Inc.

Procedure

- The online campaign will be divided into two categories: Web Campaign and Banner Ad. The DECA Web site (www.deca.org/pdf/sunkistguide.pdf) has technical specifications for submissions.
- A participant may enter only one category of competition per round.
- The Sunkist Challenge will contain two (2) ICDC qualifying events for each category.
 1. For the fall round, the entry request date is November 29; submission deadline is December 1.
 2. For the spring round, the entry request date is February 28; submission deadline is March 2.
- Four finalists are selected in each category per round. Sixteen finalists will qualify to attend the ICDC.
- Because the final round of competition is completed before the ICDC, participants may compete in another ICDC competitive event.
- The top winner in each category will be selected from the finalists, and each will receive a \$2,500 scholarship.
- Winners do not have to attend the international conference to participate in the project or to receive their awards. Eligibility to attend the international conference is determined by the state/provincial associations based on their policies. Finalists should check with their state/provincial advisors for eligibility guidelines.
- Go to www.deca.org/pdf/sunkistguide.pdf for complete Sunkist Challenge event guidelines. To enter, and for complete procedures, go to www.deca.org/sunkistopen.html.

