



THE FLORIDA STATE UNIVERSITY STUDENT CHAPTER  
OF THE  
*AMERICAN MARKETING ASSOCIATION*  
PRESENTS THE



**KIA AUTOSPORT**

**CREATIVE MARKETING CONTEST**



- 1st PLACE \$2,000
- 2nd PLACE \$1,000
- 3rd PLACE \$500

ALL ENTRIES MUST BE HAND DELIVERED TO:

***FSU COLLEGE OF BUSINESS  
MARKETING DEPARTMENT  
ROOM 307 RBA***

ENTRIES MUST BE SUBMITTED BY: **2:00 PM NOVEMBER 14, 2008**

**CONTEST CRITERIA:**

- KIA AUTO SPORT PUBLICITY
- KIA AUTOMOBILE PROMOTION

**SUBMISSION MUST INCLUDE THE FOLLOWING DESIGN ELEMENTS.**

- Attention Grabber
- Create Impulse To Call
- Leave A Lasting Impression
- Promote Value, Safety And Quality
- 60 Second Radio Script (5 Copies)
- Sketch Of Corresponding Theme For Print Media Advertisement **(5 Copies)**
- Signed And Completed Entry

ENTRIES WILL BE JUDGED BY A PANEL OF 5 QUALIFIED MARKETING PROFESSIONALS.

***LEGAL DISCLAIMER. ALL ENTRIES WILL BECOME THE PROPERTY OF KIA AUTOSPORTS.***

**THE RULES and ENTRY FORM**

1. All currently registered students of FLORIDA STATE UNIVERSITY are eligible and may enter multiple times.
2. All entries must be hand delivered to:  
**FSU COLLEGE OF BUSINESS  
MARKETING DEPARTMENT- ROOM 307 RBA**
3. **ENTRIES MUST BE SUBMITTED BY:  
2:00 PM November 14, 2008**  
**WINNER TO BE ANNOUNCED & PRIZE AWARDED**
4. To be eligible, entries must follow the contest theme and contain the following design elements: ***February 1, 2009.***
  - a. Theme: promotion of the KIA AUTOSPORT dealership and KIA AUTOS
  - b. Attention grabber
  - c. Create impulse to call
  - d. Promote value, safety and quality
5. Entry must include:
  - A. 60- second radio script **(5 copies)**
  - b. Sketch of corresponding print media ad **(5 copies)**
  - a. Signed and completed official entry form –
  - b. (entry form available At The College Of Business, Marketing Department Office (RM. 307rba.)

***ALL ENTRIES BECOME THE SOLE PROPERTY OF KIA AUTOSPORTS.***

Name _____
Signature _____
Address _____
School and Department at FSU _____
Phone# _____
Email _____