

Marketing Materials

Task:

To design a Marketing pack and a Presentation display for your Formula Schools entry.

Introduction

Marketing is an important area to consider when setting up your team. Being able to sell yourselves as a positive opportunity can get you a long way in achieving your goals. Demonstrating you have the ability to organise and present your work in a structured way is vital. This shows your level of commitment to learning and to what you have learned through this aspect of the challenge.

Research Section

Where can we find information on local companies that may wish to help?
 What different forms of presentation do you have available to you?
 What areas of the project are there in the marking scheme?
 What evidence will we need to show later?
 How can we use a spreadsheet to monitor our funds?
 Can we predict where our funds will have to go?
 What do other schools websites include?

Design section

Sponsorship Pack: Design a sponsorship pack to help you raise funding. Include sections on; Who you are; what the scheme is about; what you want to be able to do and what support you need to get through the year. Make this visually good by binding it to use to help you raise funds

Spreadsheets: Start to develop a spreadsheet of your financial information showing Income and Expenditure. Work with the finance team to achieve this. You can also use the spreadsheet to help predict how much funding you will need.

PowerPoint Presentation: Design a PowerPoint presentation to convey all that you have worked for when linking with sponsors. Use graphs to show level of funding (income) and what you have used these funds for (expenditure). Link this with other display work from your design team to create a stronger presentation that reflects you team a whole.

Website: On paper list all of the pages that you may want to have on a website and what information they may contain. Try to develop a site either with your schools site or one of your own that interested parties can use to keep track of the progress of the team.

Action

Use your financial model developed from your spreadsheet to estimate how much funding you may need. Approach local companies for support with the fund raising. You can use your sponsorship pack to support your application, giving a more informed and well-presented presentation.

You can use all of this information that you have developed to help you present your team at pre-judging and on Raceday.

Outcomes

- Sponsorship pack
- Financial spreadsheet
- Links with Companies
- Marketing material
- Presentation display
- Website

Target Areas

KS 3 or 4

ICT

Use of digital imagery and editing

GCSE Business studies, Maths

Spreadsheets

Presentations

Financial Modelling

Websites

Unit 3

Key Skills

Application of number

Communication,

IT

