

Central Florida Fair Youth Market Livestock Marketing Tri Fold Rubric

EXHIBITOR NAME _____ PROGRAM _____

Rubric	Points	Judges Score	Comments
Tri Fold			
➤ Originality/Creativity	5 Points		
➤ Educational Content	10 Points		
➤ Buyer Letter	10 Points		
➤ 3-5 Photos of exhibitor and project	10 Points		
➤ Overall promotion of project/product	15 Points		
Total Tri Fold Points Earned	50 Points Possible		
Presentation/Pitch			
Presenter	5 Points		
<ul style="list-style-type: none"> ➤ Voice: well spoken, uses appropriate word choice. ➤ Appearance: Official Dress (4H and/or FFA). ➤ Stage Presence: was the presenter comfortable presenting in front of the audience? Did they seem to be enjoying themselves? Were they confident in their project/product? 			
Subject Matter	15 Points		
<ul style="list-style-type: none"> ➤ Educational: presentation was educational. ➤ Knowledge: presenter sounded knowledgeable about subject matter. ➤ Uniqueness: presenter presented information in a creative way. ➤ Relevance: was the presentation based on the project/product being presented/pitched. 			

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Presentation	15 Points		
<ul style="list-style-type: none"> ➤ Audience appropriate: did the presenter keep the presentation appropriate and convey a message for general public's comprehension? ➤ Props and resources: presenter use of resources enhanced presentation. 			
Overall Performance	10 Points		
<ul style="list-style-type: none"> ➤ Was the presenter able to sell the product? ➤ Did the audience appear to enjoy the presentation? 			
Time Limit	5 Points		
<ul style="list-style-type: none"> ➤ 3-5 minutes 			
Total Presentation/Pitch Points Earned	50 Points Possible		

NOTES: