

# Central Florida Fair

## Marketing Video Rubric

Exhibitor Name: \_\_\_\_\_

Species: \_\_\_\_\_

Age Division: \_\_\_\_\_

Benchmarks	Possible Points	Exhibitors Score	Judges' Comments
<b>Exhibitor (30 Possible Points)</b>			
<b>Appearance &amp; Poise:</b> In complete, Proper Official Dress per the Species Premium Book.	10		
<b>Voice &amp; Grammar:</b> Speaks clearly, enunciates words. Correct Grammar	10		
<b>Requirements:</b> Video is within the time limits (2-4 Mins) & any resources are listed.	10		
<b>Marketing Video Content (40 Points)</b>			
<b>Introduction:</b> Effective & Interesting. Explains the purpose of the video. Introduces them & Gains attention. Gives important information such as name, club, what species you're exhibiting, Ear tag number, show & sale dates, etc.	15		
<b>Sequence:</b> Thoughts are well organized, clear and logical.	10		
<b>Topic &amp; Reasons:</b> Video is on topic and the exhibitor give 3 or more reasons why you should purchase their animal. Topic: Why Should you come to the 2025 Central Florida Fair to purchase My Market Project?	15		
<b>Quality, Creativity &amp; Attractiveness (30 Points)</b>			
<b>Accuracy:</b> Information is accurate & complete. Demonstrate full knowledge of the topic. Gives Fair Dates	10		
<b>Grammar:</b> Visual & Oral Presentation is correct & proper.	5		
<b>Difficulty:</b> Presentation is age level appropriate for the exhibitor.	5		
<b>Presentation:</b> Attractive in design & Layout of video. Professional & Neat. No more than 5 still photos	10		
<b>TOTAL POINTS</b>		/100	