

REAL WORLD BRANDING *(Not a National Event)*

Category: *Open Presentation*

Type: *Individual/Team*

OVERVIEW

Succession Vineyard and Winery is looking for a label for their spring 2020 release of Bridge Builder, a red blend series. Students will need to design a label that complies with state and federal guidelines and is appropriate based on historical marketing materials.

Students will present their design at the State Business Leadership Conference to a panel of judges from Succession. Succession intends to use the winning design but reserves the right to modify, change, or not use the winning design. Competitors grant all rights and ownership of the design to Succession by entering this event.

ELIGIBILITY

1. All participants must be on record in the FBLA state and national offices as paying dues by the registration deadline.
2. Participants failing to report on time will not be permitted to compete.

EVENT SPECIFIC GUIDELINES

- The presentation will be seven (7) minutes with a three (3) minute question and answer period.
- Students should bring their design and will leave a copy with the judges
- The labels must follow state and federal labeling guidelines. Guidelines can be found here:
 - <https://cb.wa.gov/enforcement/winery-faq#Labeling%20requirements>
 - <https://www.ttb.gov/wine/bam.shtml>
- The maximum number of colors to be used in the design is three (3)
- The owners are willing to consider any design shape, however, designs that are abnormally shaped are more expensive to reproduce and judges will have this in mind when making final decisions
- Information about Succession and the Bridge Builder series can be found at success www.successionwines.com
- The management team from Succession will be available in late January for one webinar where they will answer questions from students planning to create a design. Questions can be related to the business, the theme, the design, or anything else related to the competition.
- Students will need to submit a draft of their design by the SBLC registration deadline. Depending on the number of entries, Succession reserves the right not to hear a presentation from all individuals/teams.
- Succession will offer a video Q&A on Wednesday, February 20, 2019, at 5:30 p.m. To join this conversation via computer visit this link, <https://redbooth.com/vc/36d4d07f3aa04d24> or to join by phone dial 415-762-9988 and use the meeting ID of 950-461-145; no participant ID is required.

PERFORMANCE GUIDELINES

- All competitors must comply with the FBLA-PBL dress code.
- Top ten (10) will be awarded at SBLC Awards Session.

JUDGING

The presentations will be evaluated by a panel of judges. All decisions of the judges are final.

STATE AWARDS

The number of awards presented at the State Business Leadership Conference is determined by judges and/or number of entries. The maximum number will be ten (10).

This is a STATE ONLY event. No winners will advance to Nationals.