

# STATE FAIR COMPETITION 2025

## GENERAL INFORMATION

- Marketing and DECA Day October 1, 2025
- Gates open at 10:00 a.m.
- All Chapters must register with VA DECA as well as with the State Fair. This includes non-competing chapters.
- **Step 1:** Gate entrance tickets for the fair must be [reserved and payment arranged](#) prior to arrival. [SFVA-ED-EXPO](#)
- **Step 2: Register with VA DECA. If your students are not competing please register 1 Advisor and answer the required questions.** <https://www.decaregistration.com/va-statefair/Main.asp>
- **SFVA Travel Grant Application:** <https://www.statefairva.org/f/87>

## SCHEDULE OF THE DAY

- 10:00 AM - Gates Open. Advisors and competitors should make their way to the Best in Show Tent
  - Advisors will check in at the competition registration desk at the Best in Show tent.
  - No money will be accepted at the tent.
  - Substitutions will be accepted.
  - Competition times will be given as students arrive.
- 10:15 AM - All judges arrive. Judges should make their way to the Best in Show tent as soon as gates open.
- **10:15 AM - \*New\* OPENING SESSION & Pitch Deck Virtual Winners Announced**
- 10:30 AM - Competition begins. Student competitors should arrive early to their competition time.
- 11:00 AM - Branding Challenge Submissions due in Best in Show Tent
- 1:00 PM - All competitions conclude.
- 1:30 PM - Awards Presentation
- 2:00 PM - All materials picked up by chapters.

## JUDGES:

Each chapter participating will provide a judge(s) (at the chapters expense) based on the following formula:

- **1-10 registered entries\* = 1 judge**
  - **11-20 registered entries\* = 2 judges**
  - **21+ Registered entries\* = 3 judges**
- \*Total combined entries**

At the time of registration chapters will be required to provide the name(s) of their judge(s). Chapters that do not have the proper number of judges based on their registered entries will not be able to move forward without reducing the number of entries first.

**If your chapter is attending but not competing,** please be ready to help as needed, which is a great way to learn how role plays and competitions are run and better support your members.

## DECA COMPETITIONS

Virginia DECA provides chapters with the opportunity to expose our students and members to competition prior to their District Leadership Conference. Register Your Chapter for [DECA Day at the State Fair](#)

- Chapters will be billed a separate charge by VA DECA to compete. The competition fee is \$10 per team.
- Names are due prior to competing. **Deadline for Online Registration is September 22, 2025**
- Each chapter participating will provide judges at their own expense based on formula above..
- Only registered chapters and students will be allowed to compete. NO additions on the day of the fair.
- Competitors must drop off Branding Challenge entries to the Best In Show Tent by 11:00 a.m. Judges will evaluate entries - there will be no presentation for this event.
- Role Play Competitors will receive their times upon arriving at the State Fair.
- Role Play and Branding Challenge Results/Awards announced at 1:30 p.m.
- All materials must be picked up by 2:00PM.

Event	# of Entries Per Chapter	# of Competitors per Entry	Competition Details
Scavenger Hunt	Open to All Attendees	1 per Attendee	Turn in completed form for prize at tent. Based on availability.
Role Play New Competitors	12 Entries	Teams of 2 Members	Prepare for 10 minutes Present to Judge for 10 minutes
Branding Challenge	15 Entries	Teams of 1-3 members	Prepared at school Submitted by 11AM onsite No Judge interaction
Promotional Pitch Deck	15 Entries	Teams of 1-3 members	Prepared at school Submitted ONLINE by Sept. 22.

### SCAVENGER HUNT - OPEN TO ALL STUDENTS ATTENDING IN YOUR CHAPTER

- Chapters may submit the number of entries equal to the number of attendees. Prizes will be awarded based on accuracy and speed of submission. **Chapter Advisors will receive a digital copy of the scavenger hunt to print copies for their students attending.** Copies WILL NOT be available at the fair. Students should provide their own pen/pencils to complete the scavenger hunt.
- Students should bring their scavenger hunt by the Best In Show tent where a state officer or volunteer will verify completion and present prize options.
- Students will receive a stamp on their scavenger hunt after receiving their prize. VA DECA will not be collecting scavenger hunts from students.

### ROLE PLAY COMPETITION - NEW COMPETITORS ONLY | 12 TEAM ENTRIES PER CHAPTER

- Only students who have never competed before should participate in the Role Play Competition.
- New Competitor Role Play will be teams of 2 students with a 10 minute prep and 10 minutes to present.**
- For this event the student(s) will complete one role play.
- This event does NOT include a test.
- Top performers from each flight will receive a VA DECA medal or certificate, pending availability.
- Performance Indicators
  - ★ Explain the role of promotion as a marketing function.
  - ★ Explain types of promotion.
  - ★ Identify elements of the promotional mix.
  - ★ Explain the relationship between promotion and brand.
  - ★ Select target markets appropriate for a product/service.
  - ★ Explain promotional methods used by event and tourism industries.

### BRANDING CHALLENGE | 15 ENTRIES PER CHAPTER | Teams of 1-3 Students

#### Team Challenge: Promote Your School's Marketing Program

- Your Task:** Design a flyer to promote the **marketing courses at your school.** Consider:
  - How can you make your school's Marketing program stand out?
  - What information should students know about the courses and opportunities offered?
  - How can your flyer grab attention and make students excited to sign up?
- Final Submission:**
  - Your flyer must fit on an **8 ½ x 11 sheet of paper** (portrait or landscape).
  - All **entries**, include:
    - Design an **original logo** that represents your school's marketing course offerings, suitable for use in promotional materials by both faculty and students.
  - On the **back of your entry**, include:
    - Student name(s) and Chapter Name
- Recognition:** Top entries from each flight will receive a Virginia DECA medal or certificate, pending availability.



## PROMOTIONAL PITCH DECK COMPETITION | 15 ENTRIES PER CHAPTER | Teams of 1-3 Students

### DECA Chapter Pitch Deck

- **Team Size:** 1–3 chapter members. Team names are due at the time of registration online.
- **Entry Limit:** Each chapter may submit up to **15 teams**
- **Submission Format:** ONE **10-slide deck** per team (online link will be shared at a later date).

### Your Task:

Your team will create a **10-slide pitch deck** that highlights your DECA chapter and its goals for the year. Think of it as pitching your chapter to **sponsors, administrators, or potential members**. Your deck should include:

- **Cover slide:** List participant names, your chapter, and your school (this slide does **not** count toward the 10 slides).
- **Chapter goals & activities:** Showcase the campaigns and events your chapter has planned for the year.
- **Marketing strategy:** Describe the **4 P's of Marketing** as they apply to your chapter, including a detailed description of your target market.
- **Promotional methods:** Identify the ways your chapter will promote itself and specify the target audience for each method. Include at least **4 examples** of promotional strategies.
- **Timeline:** Provide a calendar or schedule showing when activities and campaigns will take place.

### Important Details:

- **Deadline:** Pitch decks must be uploaded to DLG by **September 22, 2025**
- **No Substitutions:** Teams may not switch members after submission.
- **Recognition:** Top performers from each flight will receive recognition (medal or certificate based on availability)

## Chapter Pitch Deck Rubric (100 points)

Did the participant team:	Novice 0-1-2-3	Developing 4-5-6	Proficient 7-8-9	Exemplary 10	Judge's Score
<b>Chapter Goals &amp; Activities</b> -Clearly states chapter goals for the year. -Provides an overview of planned campaigns and events. -Activities are realistic and relevant.					
<b>Marketing Strategy: 4 P's + Target Market</b> -Accurately explains all 4 P's (Product, Price, Place, Promotion) in the context of the chapter. -Provides a detailed and well-analyzed description of the target market. -Shows understanding of marketing principles.					
<b>Promotional Methods</b> -Identifies at least 4 distinct promotional strategies. -Connects each method to a specific target audience. -Strategies are creative, realistic, and show marketing knowledge.					
<b>Timeline / Calendar</b> -Provides a clear schedule of campaigns/events -Timeline is realistic, well-organized, and easy to follow. -All major activities are included.					
<b>Professionalism &amp; Creativity</b> -Pitch deck is professional, logical, and visually appealing. -Demonstrates creativity in design and ideas.					

50 Points possible