Miss Northside Pageant Fashion Promotion Plan
9 weeks Project

The purpose of this project is to provide an opportunity for the student to understand and experience the process necessary in planning promotion for a retail fashion business or major event.

You will create a promotion plan for the Miss Northside Scholarship Pageant. The completed written document should be approximately 4-6 pages in length, (12 font typed, single spaced, double space between content parts). Your grade will be based on completion/accuracy/effort of the written plan. The plan is worth 300 project points. A copy of the evaluation form that will be used is included for your information.

**CONTENT GUIDELINES
Part 1: Executive Summary**
This section provides a brief summary of your entire plan. It will be the last section
you complete, but will be placed first in your proposed plan.
*Suggested length: ½ page*

**Part 2: Description of the Event**This section provides specific details on the type of event, its location, the participants, the sponsors, the show time, and the demographics (who is the target market) of the audience who will come watch the event. *Suggested length: ½ page*

**Part 3: Objectives and Themes** This section includes your timeline (when you will complete projects (print ads, commercials, advisee free ticket promotion, lunchroom promotion, etc.), objectives (what will you accomplish, your goals), and the theme or message for the promotion. Indicate what you hope the promotion will accomplish. Specify the four-week time period during which the promotion will occur, and explain why you selected this time period (we chose the beginning of December because it was part of your final project). *Suggested length: ½ page*

**Part 4: Promotional Mix, Responsibilities, and Budget Promotional Mix**  This is the main section of the paper. In this section you will list all the different components of your promotional mix and outline the promotional activities to be used prior to the event.