

Checkpoint #5: Promotions and Final Car

THIS IS A GROUP DOCUMENT. GROUP LEADERS SHARE THEIR COPY WITH THE GROUP AND ALL MEMBERS CONTRIBUTE TO THE DOCUMENT! You need to fill it out entirely and follow the instructions provided.

Overview

Team Roles Breakdown

Car Team **Marketing Team** **Combined**

Task	Potential Points	Score
Marketing team finalizes the vehicle / gear design	15	
Product production and impact by the marketing team (presentation, social media sponsorships, shirts, videos, gear, vehicle wrap, social media posts)	100	
Further research	10 BONUS	
Vehicle people run a diagnostic test on vehicle performance (mentor should be there)	35	
Vehicle people measure performance and projections (math & science) & strategize methods for sharing other connections in marketing campaigns (history, language, other science)	35	
Total points: 155 [Marketing: 115, Car: 70, Combined: 0]		

Important Dates:

Please note the important dates below. Some have changed due to Tri-County Racetrack's schedule and requests.

[Project Dates & Calendar](#)

- April 3 - Race Team Sponsors Visit
- April 5 - Race field trip; 6:30-11:30 pm)
- April 10 - Safety Check @ TCEC
- April 18 - Tuning @ Tri-County Racetrack
- April 24, AM - Exhibition
- May 3 - Family night at Tri-County, Winners' Races

Marketing

This week we will have potential sponsors visit on Wednesday, so you need to be prepared to present to them about your team's car and marketing strategies. This document will help you organize all of your marketing efforts so that you can showcase your finest work.

Presentation (50 points)

Prepare a short presentation (to be used on April 3 when sponsors come) about your car that includes your logo, connections to classes, photos of your team building your car, drawings, and any other marketing materials you have created. You can use the images you include in the Marketing Evidence section below. Paste a link to it here:

Presentation rubric

	High Mastery (10 points)	Mastery (7 points)	Near Mastery (5 points)	Below Mastery / Missing (0-2 points)
Explanation of ideas & information	Exceeds the standards for Mastery	Presents information concisely, and logically; audience can easily follow the line of reasoning	Doesn't meet all the standards in the Mastery Category	Little / no effort into this aspect of the presentation
Organization	Exceeds the standards for Mastery	Contains all the information from the assignment guidelines; has introduction & conclusion	Doesn't meet all the standards in the Mastery Category	Little / no effort into this aspect of the presentation
Body Language & Professionalism	Exceeds the standards for Mastery	Makes eye contact with the audience; appears confident & poised; dressed appropriately;	Doesn't meet all the standards in the Mastery Category	Little / no effort into this aspect of the presentation
Presentation / Activity Quality	Exceeds the standards for Mastery	Appropriate visuals; not too many words on each slide; good	Doesn't meet all the standards in the Mastery Category	Little / no effort into this aspect of the presentation

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		contrast; good multimedia content		
Team Participation	Exceeds the standards for Mastery	All team members participate in the presentation and are prepared to answers questions about connections, car design, and marketing.	Doesn't meet all the standards in the Mastery Category	Little / no effort into this aspect of the presentation

Marketing Evidence (use these items in your presentation)

Please paste any photos or digital designs of the final version of following items below. Showcase these in your presentation (above).

T-shirts / other print media

Vehicle wrap / painting / design

Jumpsuit / Costume

Flyers

Logo

Other graphic design items:

Please paste links to any of the following items:

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Marketing Channel	Link	Updates since Checkpoint 4
Social media platforms		
Website		
Other: (please specify)		

Social Media

Use the rubric below to assess your social media campaign so far and provide evidence of whatever grade you give yourself in the far right column.

Social Media Rubric (total of 50 points):

	High Mastery (12 points)	Mastery (8 points)	Near Mastery (5 points)	Below Mastery (2 points)	COMMENTS / Evidence
Content	Content is very high quality, shows a variety of post types (stories, photos, videos, group process shots, etc.) and more than 7 GOOD posts / week. Many posts showcase class connections.	Posts are interesting and have good media attached to them (4-7 GOOD posts a week). 1-2 posts showcase class connections.	Very few posts with any media or interesting content (1-3 posts per week)	Content does not reflect the project criteria	
Platforms	Uses a consistent message across multiple platforms	Uses an appropriate platform to present the information	Uses a platform that does not allow for appropriate distribution of the posts	Uses myspace	
Virality / Interaction	Has a significant audience (50+ followers) on multiple platforms. Posts promote interaction with	Has a significant audience on one platform (50+). Some posts have a limited	Small audience and very little interaction	Under 20 followers and no interaction	

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	audience and have many likes, shares, & comments	amount of interaction.			
Creativity	Products show extraordinary originality	A high percentage of posts (>50%) are original content and demonstrate clever ways to engage with the audience	Does not quite reach Mastery criteria	Posts show little creativity at all and are primarily recycled content / ideas	

NEW Video/photos of your car build process

Please paste any NEW photos and provide links to videos of your car build process OVER THE PAST WEEK. This can include material collection, repair, welding, etc. Please write a short caption for each photo to describe it.

Further Research (up to 10 Bonus Points)

Provide evidence of any NEW research you have done during this phase in the table below.

Group member	Title of Source	Website or source (Author, Publisher, & Date)	Objective Summary of Source <ul style="list-style-type: none"> - Design element - Major details that support design element - Author's credibility 	How does this source help you with revisions and/or connections?

Mentor Feedback - Mentor must sign-off on all car features for this section. This section needs to be started but will not be graded until Checkpoint #6.

Explain your designs & ideas on all parts of your vehicle (+ required car guidelines) to your mentors. If your car is not at school, you must have detailed photos and/or videos that demonstrate the components below. Have them sign-off to indicate they've given feedback.

(Gravity Games teams exempt from this section but can use if needed)

Component/feature	Feedback Received	Mentor check		
Chassis		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Frame		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Brakes		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Steering		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				

Engine (If applicable)		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Wheels <ul style="list-style-type: none"> • 3 or 4 		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Seat <ul style="list-style-type: none"> • Attachment secure 		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Safety Features <ul style="list-style-type: none"> • Stability • Roll Bar • Fire suppression • Safety belt/ helmets • Driver Attire • Exit 		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Batteries/ Electrical (If applicable)		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				
Body		<table border="1"> <tr> <td>Initials</td> <td></td> </tr> </table>	Initials	
Initials				

Course Connections

Physics and Math Connections:

Paste evidence here of calculations including but not limited to gear ratios, weight vs power ratios, wheel size calculations, car safety design verifications.

Other class connections (History, English, Science, Spanish):

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Paste evidence of connections from your other classes, along with an explanation of how you can use that information in your marketing campaign.

**CONGRATULATIONS! YOU HAVE
COMPLETED CHECKPOINT #5!**

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