Weber State University (WSU) located in Ogden, Utah, invites your organization or chapter to participate in its Public Relations and Marketing Competition to promote awareness of Outdoor Weber (outdoorweber.com), an annual business competition for college students. The winning collegiate public relations or marketing chapter with the most earned points determined by the greatest achieved reach, engagement and video submissions throughout a multi-month outreach campaign will be awarded $5,000 cash and an outdoor swag package for participating students. Second place will receive $2,500 in cash with accompanying swag package, and five (5) third-place finishers will be awarded $1,000 each.
Outdoor Weber is an outdoor recreation concept competition for college students worldwide that takes unrefined outdoor recreation concepts and turns them into promising business opportunities.

Beginning in January 2019, the national contest kicks off with a public voting and judging period that produces thirty-five (35) semi-finalists.

A panel of semi-final round judges selects ten (10) finalists who compete in person in the beautiful Ogden Utah Valley in March 2019.

Three final cash winners, an honorable mention and three in-kind winners are selected by a panel of final judges and receive $90,000 in cash and other in-kind prizes.
2018 AT A GLANCE

- 24 Universities Participated
- Students came from 31 different degrees
  (*we only targeted 5 degrees*
- 15 States Represented + 1 Canada Submission
- 202,600 Site Visits
- 83 Video Submissions
- 101,300 Votes
The Outdoor Weber Public Relations and Marketing Competition offers students the opportunity to practice and showcase their:

- strategic planning
- critical thinking and
- outreach skills

This is done through a well-planned and executed public relations and marketing campaign to promote the Outdoor Weber competition to college students throughout the world. The primary audience is qualified college students (see full qualifications here). Your chapter’s job is to put together a plan and execute. All WSU needs is your verifiable results on a weekly basis. There is no limit on the number of college students in any location your chapter may reach out to. It is up to your chapter to determine how and where.
1. Competing chapters must return a *Chapter Information Sheet* (found at outdoorweber.com/promocomp) by Oct. 15, 2018 to enter the competition.

2. Chapters must submit weekly progress information through our online portal at outdoorweber.com/promocomp on Fridays before noon MST for the preceding week’s points. *No late progress reports will be accepted.* Points will be totaled and displayed publicly on the aforementioned website for competing chapters to track.

3. As long as efforts are legal and do not break any established rules or fabricate numbers in any way, there are no stipulations on accruing points. If intentional discrepancy or cheating is found, chapter participation will automatically be disqualified from competing further.
Continued...

RULES

4. Video submission points will only be awarded if videos are actually submitted during the Outdoor Weber competition.

5. Following the Outdoor Weber video submission deadline, WSU will verify point totals, including video submission points, and announce winners of the Public Relations and Marketing Competition on Tuesday, Feb. 19, 2019.

6. The chapter with the most points will be awarded $5,000 cash and an outdoor swag package for participating students. Second place will receive $2,500 in cash with accompanying swag package, and five (5) third-place finishers will be awarded $1,000 each.
7. An online library of **Outdoor Weber** promotional assets, including social media graphics, flyers, posters, email templates, hashtags and more, are available for your use and can be downloaded [here](#). This will aid your efforts, while protecting the integrity of the **Outdoor Weber** brand.

**EXAMPLES OF 2018 MATERIALS:**

![Image of Outdoor Weber materials]
1. **50 Participation Points (one time):** Confirmation of participation in the Public Relations and Marketing Competition by submission of *Chapter Information Sheet* by chapter representative

2. **100 Chapter Member Submission Points:** Per chapter member video submission to the competition (collect valid name, chapter affiliation, email address, phone number and school of individual)

3. **75 Non-Chapter Member Submission Points:** Per non-chapter member video submission to the competition (collect valid name, email address, phone number and school of individual)

4. **25 Collaboration Points:** Per each additional club(s), department(s), organization(s), business(es), etc., engaged by the competing chapter that promotes the Outdoor Weber competition to a college student base (provide verifiable proof; see slide/page 11)

5. **15 Weekly Submission Points:** Weekly results delivered ON TIME (Fridays at noon) by chapter representative
6. **1 Engagement Point**: Per 15 student responses received (provide verifiable proof; see slide/page 11)

7. **1 Reach Point**: Per 50 students reached (provide verifiable proof; see slide/page 11)

** Tie breaker: number of commitments to upload videos and then total engagements if needed **
WHAT CONSTITUTES VERIFIABLE PROOF?
To ensure legitimacy and fairness, WSU requires validity of campaign reach, engagement and video submissions. Proof may include the following:

- For video submission commitment: name, chapter affiliation (if applicable), email address, phone number and school of individual
- Screen shot of social media posts and associated engagement (shares, comments, likes, messages, etc.)
- Copies or screenshots of confirmation and promotional emails, responses, email list stats, etc.
- Signatures from in-person pitches or presentations
- Copies of articles with estimated reach from earned media
- Other...

Ultimately, WSU is interested in confirming chapters did what they said they did. As long as there is verifiable proof of activity, it doesn’t matter what validation method is selected.
CONTEST TIMELINE

CHAPTER INFO SHEET RETURNED
LATE SUMMER 2018 - OCTOBER 15, 2018

OCTOBER 15, 2018 - DECEMBER 14, 2018
PR & MARKETING COMPETITION

WINNERS ANNOUNCED
FEBRUARY 16, 2019
Competing chapters are expected to implement appropriate promotional tactics to achieve their objectives in accordance to the rules contained herein.

All tactics must be implemented between Oct. 15, 2018 and Dec. 14, 2018.

Reports must be submitted each week by Friday at noon MST to receive points.
Thank You Sponsors!
2018
CONTESTANTS WORKED HARD & HAD FUN
CONTACT US!

BRANDON STODDARD
Director, Hall Global Entrepreneurship Center
Weber State University, Goddard School of Business & Economics
801.243.0663 (c)
801.626.7205 (o)
brandonstoddard@weber.edu

NICOLA CORBIN, Ph.D.
Assistant Professor
Ogden Peak Communications adviser
Weber State University, Department of Communication
973-951-3491 (c)
801.626.7980 (o)
nicolacorbin@weber.edu