



521 E. Locust St., Ste 202 | Des Moines, IA 50309 | 515-453-1495

Contact:

Krissy Lee, CBI Communications Director
klee@cbiaonline.org | www.cbiaonline.org

2021 MONEY SMART WEEK POSTER CONTEST – MARKETING KIT

Community Bankers of Iowa (CBI) is once again hosting our Money Smart Week Poster Contest to motivate elementary school students to learn about money. For showing Iowa bankers what they know, students in 2nd through 6th grades have the chance to win either a **\$600 Certificate of Deposit** (1st Prize), or a **\$300 Certificate of Deposit** (2nd & 3rd Prizes). Prize CDs will be set up at the banks that submitted the winning Posters, but they will be funded by the Community Bankers of Iowa [Education Foundation](#).

For your convenience we have compiled a **Marketing Kit** to assist you in sponsoring the **2021 CBI Poster Contest** at your bank. Included in this Marketing Kit are a *Press Release Template, Poster Contest Flyer & Display Poster, Poster Entry Submission Labels, 2021 Virtual Money Smart Week Logos* and *CBI 50th Anniversary Logos*. Uses for each item in the Marketing Kit are as follows:

1. *Press Release Template*
 - Feel free to use and adapt this form to submit a news release to your local media.
2. *Poster Contest Flyer & Display Poster*
 - An 8.5 x 11" flyer or 11 x 17" poster, containing the Poster Contest information and Rules. **These are also available customized with your bank logo and information. Contact Krissy Lee at klee@cbiaonline.org to request customized materials.**
3. *Poster Entry Submission Labels* (4" x 2" label, color & b/w versions)
 - Distribute these labels to anyone wishing to submit a poster and enter the contest. Labels should be affixed to the BACK of each contest entry poster. **ENTRIES RECEIVED WITHOUT THIS COMPLETED LABEL INFORMATION WILL NOT BE ACCEPTED.** Labels were designed for use with Avery 8163, 4" x 2" inkjet printer labels.
4. *2021 Virtual Money Smart Week Logos*
 - Included for your use in any other potential advertising or marketing collateral.
5. *50th Anniversary CBI Logo* (color & b/w versions)
 - Included for your use in any other potential advertising or marketing collateral. Please include the text "Hosted By:" and use the CBI logo on any other marketing/advertising display options chosen. If use of the CBI logo is not possible due to space issues or other constraints, please use the text "Poster Contest Hosted by Community Bankers of Iowa" or "Hosted By Community Bankers of Iowa".

*****This year, the CBI Poster Contest Submission Rules will have one change.*****

Due to the Federal Reserve Bank of Chicago's current requirement for 2021 Money Smart Week events to be held in virtual format, and COVID-19 staff distancing practices at CBI, we will not be accepting posters sent to the CBI office, and all poster entries must be submitted as digital images. You may scan or photograph entries using whatever method works best for your organization, with the following specifications:

1. All image files for Poster Contest entries must be mid-to high resolution (150-250 dpi), with a clear, crisp image and readable text (if any), in JPG format.



521 E. Locust St., Ste 202 | Des Moines, IA 50309 | 515-453-1495

2. Images of Poster Contest entries may be scaled down, but to no lower than 75% of the original size of 17x11”.
3. Please be sure that the photos are well-lit, not washed out from high window or overhead lighting glare, and that the color is not drastically different from how it appears in the original artworks.
4. In order to produce as large and clear an image as possible, when photographing please fill the camera viewfinder frame as much as possible to reduce any extra space around the poster designs themselves.
5. You may submit two (2) separate Poster Contest designs in the same image file (to reduce the amount of photo set up and image processing), provided the final result produces a crisp, accurate image of each of the original Posters.
6. Each individual Poster Contest entry must also be accompanied by either an image of the entry’s Label, or the Label’s information included in text when submitting your entries. Use a method of your choice, but please ensure that each Poster Contest entry submitted can easily be matched with its Label information. An attempt will be made to verify any unknown submissions, but any entries that cannot be matched with this information will be eventually be considered ineligible.
7. Submissions will be accepted at www.cbionline.org/MSW-poster-contest.html. The submission period will open during Money Smart Week, beginning Saturday, April 10, and run until Monday, April 26.
8. Contact Krissy Lee at klee@cbionline.org with questions, concerns or suggestions on the submission process.

Sponsoring the Money Smart Week Poster Contest is open to all Iowa community banks and their branches. Display poster entries in your bank during 2021 Virtual Money Smart Week, April 10-17, 2021. **Please submit all CBI Poster Contest entries no later than April 26, 2021. Winners will be chosen by May 10, 2021, and announced to the public by May 14.** If a winning Poster Contest entry is chosen among those submitted by your bank, you will be contacted with further information.

More information about 2021 Virtual Money Smart Week is available at www.moneysmartweek.org. We hope your **2021 CBI Money Smart Week Poster Contest** is a success!