



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

**Contact:**

Krissy Lee, CBI Communications Director

[klee@cbiaonline.org](mailto:klee@cbiaonline.org)

### **2020 MONEY SMART WEEK POSTER CONTEST – MARKETING KIT**

Community Bankers of Iowa (CBI) is hosting the 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** (1<sup>st</sup> Prize), or a **\$300 Certificate of Deposit** (2<sup>nd</sup> & 3<sup>rd</sup> Prizes). Prize CDs will be set up at the banks that submitted the winning posters, but will be funded by the Community Bankers of Iowa [Education Foundation](#).

For your convenience we have compiled a **Marketing Kit** to assist you in hosting the **2020 Money Smart Week Poster Contest** at your bank. Included in this Marketing Implementation Kit are a *Press Release Template*, *Poster Contest Flyer*, *Poster Entry Submission Labels*, *2020 Money Smart Week Iowa Logo* and *CBI Logo*. 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 8.5x11" flyer or 11x17" 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](mailto:klee@cbiaonline.org) to request customized materials.**
3. *Poster Entry Submission Labels* (2"x4" 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 WILL NOT BE ACCEPTED.** Labels were designed for use with Avery 8163, 2"x4" inkjet printer labels.
4. *2020 Money Smart Week Iowa Logo* (color & b/w versions)
  - Included for your use in any other potential advertising or marketing collateral.
5. *CBI Logo* (color & b/w versions)
  - Included for your use in any other potential advertising or marketing collateral. Please include the text "Sponsored 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 Sponsored by Community Bankers of Iowa" or "Sponsored By Community Bankers of Iowa".

Sponsoring the Money Smart Week Poster Contest is open to CBI Member banks and any of their branches. Display poster entries in your bank during 2020 Money Smart Week, April 4-11, 2020. **Please return all Poster Contest entry submissions to the CBI office no later than April 17, 2020. Winners will be chosen by May 1, 2020, and announced to the public by May 15.**

More information about 2020 Money Smart Week – including a full calendar of events – is available at [www.moneysmartweek.org](http://www.moneysmartweek.org). We hope your **2020 Money Smart Week Poster Contest** is a success!