



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

Contact:

Krissy Lee, CBI Communications Director

klee@cbiaonline.org | www.cbiaonline.org

2023 MONEY SMART WEEK POSTER CONTEST – MARKETING KIT

It's time for Community Bankers of Iowa's (CBI) 2023 [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 **2023 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*, *2023 Money Smart Week Logos* and *CBI Logos*. Uses for each item in the Marketing Kit are as follows:

Contest Rules & Guidelines Flyer

- Contains information for community banks regarding contest rules and submission guidelines.

Press Release Template

- Feel free to use and adapt this form to submit a news release to your local media.

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.**

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.

2023 Money Smart Week Logos

- Included for your use in any other potential advertising or marketing collateral.

CBI Logos (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". If including your bank's name text or brand logo, please include the text "Sponsored By".



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Please consider [registering](#) to participate in the Poster Contest. This helps CBI inform the public as to which Iowa community banks are sponsoring the 2023 CBI Poster Contest in their areas. To return to the marketing materials download page without having to register again, [click here](#).

Sponsoring the Money Smart Week Poster Contest is open to all Iowa community banks and their branches (located in Iowa). Display poster entries in your bank during 2023 Money Smart Week, April 15-21, 2023. ***Please submit all Poster Contest entries to the CBI office no later than Friday, April 28, 2023. Winners will be chosen by May 9, 2023, and announced to the public by May 12.*** If a winning Poster Contest entry is chosen among those submitted by your bank, you will be contacted with further information.

More information about 2023 Money Smart Week is available at www.moneysmartweek.org. We hope your **2023 Money Smart Week Poster Contest** is a success!