



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

2023 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. [Money Smart Week](#) was designed by the Federal Reserve Bank of Chicago as part of a financial literacy public awareness campaign. For showing Iowa's community 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 are funded by the Community Bankers of Iowa [Education Foundation](#), and will be set up at the Iowa community banks that submitted the winning Posters.

Participation in the 2023 Money Smart Week Poster Contest is open to all 2nd – 6th Grade elementary students in Iowa. For your convenience we have compiled this [Marketing Kit](#) to assist you in hosting the **2023 CBI Poster Contest** in your school. Included in this Kit are a *Press Release Template*, *Poster Contest Flyer & Display Poster*, *Poster Entry Submission Labels*, *2023 Money Smart Week Logos* and *CBI Logos*. The items in this Kit can also be downloaded again at any time [here](#). Uses for each item in the Kit are as follows:

Press Release Template

- Feel free to use and modify this release text to announce the Poster Contest in your school, community or similar use.

Poster Contest Flyer & Display Poster

- An 8.5 x 11" hand-out flyer and 11 x 17" display poster, containing the Poster Contest information and Rules.

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.** The Entry Labels assure that contest winners can be contacted. **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. If a label is not available, the information may be written on the back of the poster, but it must contain ALL of the information requested on the 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".



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To be entered in the Poster Contest, all entries must be submitted to a participating Iowa community bank by Friday, April 14, 2023. Contact Krissy Lee at klee@cbiaonline.org if you need assistance in locating a participating community bank near you. Posters will be displayed in the banks throughout Money Smart Week (April 15-21, 2023). The banks will then submit the posters to the Community Bankers of Iowa office for judging.

Winners will be chosen by May 9, 2023, and announced to the public by May 12. Winners will be contacted by the community bank(s) that submitted the winning posters. It is essential that each poster entry have a completed Entry Label attached so that the school/family of the winning students may be contacted. Any posters submitted without an Entry Label are automatically disqualified.

More information about 2023 Money Smart Week events is available at www.moneysmartweek.org.

***Thank you for participating in the 2023 CBI Money Smart Week Poster Contest
and for educating Iowa's future leaders!***

Questions? Contact:

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