

# Digital Recruitment Brochure

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## ***Attention***

This event is offered at the Fall Leadership Rally and does not qualify any competitor for any State or National Competition. This event is specific to Georgia HOSA only and offered only at the Fall Leadership Rally.

**Purpose** To promote Georgia HOSA via Digital Flyer in 4 categories.

**Description** This is an individual event. All competitors must be Georgia HOSA members.

**Dress Code** Please follow the Fall Leadership Rally Dress Code guidelines.

### **Rules and Procedures**

1. Competitors in this event must be active members of HOSA in good standing in the membership division in which they are registered to compete (Secondary or Postsecondary/Collegiate).
2. **There is no limit to the number of competitors allowed for each school/ chapter.**
3. All submissions will be sent to Georgia HOSA online prior to the deadline: **September 22, 2023**. Please use this link to submit all submissions: <https://www.georgiahosa.org/cesubmissions> All submission will include a PDF digital brochure and a 30 second clip discussing the brochure and how it could be used to promote Georgia HOSA.
4. Entries must be the original work of the local chapter. Copy-ready products provided by the state or national offices are not acceptable. Official logos may be used, however.
5. Entries must be printed on 8 1/2 x 11 inch paper. They may be trifold brochures, duofold (booklet type) brochures, or single page flyers Each submission is limited to ONE sheet of paper. No multipage entries will be accepted.
6. Brochures may be color or black and white.
7. Brochures will be judged on:
  - a. Effectiveness of the message
  - b. Incorporation of the current National Theme
  - c. Page layout, principles used in design, clip art selection and placement, font selection and usage
  - d. Creativity of the Presentation
  - e. General Appearance (Neatness, legibility, balance)
  - f. Accuracy and Appeal of information provided

The 30 second video portion will be judged virtually on:

- a. Delivery of content
- b. Respecting the time limit
- c. Explanation of brochure
- d. Ideas for how the brochure can be used in recruitment efforts

8. Entrants agree to permit the use of their brochure to promote HOSA in Georgia should Georgia HOSA elect to use the brochure entry for that purpose.
9. Winners will be announced during the Rally.

## **Georgia HOSA BROCHURE TOPICS**

This event is open to the following Membership Categories:

**MIDDLE SCHOOL  
SECONDARY  
POST SECONDARY**

PLEASES CHOOSE FROM THE FOLLOWING BROCHURE TOPICS:

- 01 Membership Recruitment**
- 02 Be The Match (National Service Project)**
- 03 General Georgia HOSA Information (to provide to business and industry)**
- 04 Advocacy for Georgia HOSA as a CTSO**