

WHAT'S YOUR BIG IDEA?



Enter for a chance to win a scholarship and valuable prizes

2016 - 2017 Entrepreneurship Contest 3rd - 6th Grade Students

Sponsored by:



Scholarship Contributor:
The Pettinger Foundation





What's Your BIG IDEA?

Essay and Art Contest



About the Contest

Unleash your ideas! Imagine, create and invent a new product and make your mark on the world. Entries about your BIG IDEA can be in the form of original artwork or an original essay. The Essay/Art Contest is open to 3rd-6th grade students who attend Arlington public schools.

3rd Grade

ESSAY THEME: What's your creative idea for a product you could sell or a business you could create, own and operate in Arlington?

ARTWORK: Create an advertisement for a product you could sell or a business you could own/operate in Arlington.

4th Grade

ESSAY THEME: What's your creative idea for a product you could sell or a business you could create, own and operate in Texas?

ARTWORK: Create an advertisement for a product you could sell or a business you could own/operate in Texas.

5th Grade

ESSAY THEME: What's your creative idea for a product you could sell or a business you could create, own and operate in the USA?

ARTWORK: Create an advertisement for a product you could sell or a business you could own/operate in the USA.

6th Grade

ESSAY THEME: What's your creative idea for a business you could create, own and operate anywhere in the world?

ARTWORK: Create an advertisement for a product you could sell or a business you could own/operate anywhere in the world.

Great Prizes!

Winners from every school!

Winners will be selected from every school in Arlington that submits entries!

Finalist

The top essay and artwork entries in 3rd, 4th, 5th, and 6th grade from every school will be invited to attend Arlington Entrepreneurship Day located at College Park Center at the University of Texas at Arlington on Saturday, April 29, 2017 where they will receive an award.

Grand Prizes

The overall AISD grand prize winners in both the essay and the artwork categories will be announced during Entrepreneurship Day at College Park Center located at the University of Texas at Arlington on Saturday, April 29, 2017 from 2-4:00 p.m. The grand prize winners will receive a prize package that includes tickets to Arlington attractions such as Six Flags Over Texas and a Texas Rangers Baseball game as well as a T-shirt, trophy, medal and a chance to win a scholarship.

Required Cover Sheet for Contest Entries

Each entry must have a typed contest cover sheet stapled to the front of the contest entry that includes:

- o student name,
 - o school and grade,
 - o art or essay contest,
- (Please use a separate cover page for each entry)
- o homeroom teacher, and
 - o parent/guardian's name and phone number

Contest Rules

1. All entries should be submitted no later than Friday, February 17, 2017 via school district mail to The Class in The Parks.
2. Each entry must reflect the theme for the appropriate grade level. You may enter one or both parts of the contest. You must have separate cover sheets for your art and essay entries.
3. All written entries must be less than 300 words, typed or hand-written neatly.
4. All artwork entries must be original. Designs are to be original drawings and may include original computer graphics. Artwork may not be 3D and must be on 8.5 by 11-inch paper—no poster boards allowed.
5. Each entry must have the contest cover sheet stapled to the front of the contest entry that includes the student name, school, grade, indicate if the entry is for art or essay contest, homeroom teacher, and parent/guardian's name and phone number. No identifying information should be included in the body of the essay or be visible on the artwork.
6. Essays will be judged by the Arlington Chamber of Commerce and the Chamber's Education Committee on the basis of grade-appropriate focus and coherence, organization, development of ideas, voice and conventions (grammar, spelling and punctuation). Artwork will be judged on basic principles of art and advertisement effectiveness.
7. For more information, contact The Class in The Parks at 817-466-0578.

Entries are due to The Class in the Parks no later than Friday, February 17, 2017.



Kid Entrepreneurs With Big Ideas!

It is easier than ever for kids to make their mark. Around the world, kids and young adults, are unleashing their ideas and making a difference in the world and making money! It all starts with an idea. The Internet and Social Media (things like Facebook) have opened the global marketplace to entrepreneurs of all ages. There are many resources on the world-wide web to help young entrepreneurs get started.

U.S. Kid Entrepreneur – Developed Online Training

At 13, Alex Maroko was cut from his basketball team. By age 15, Alex became a freelance athletic trainer. As word of mouth spread, the clients rolled in. In early 2009, Alex went from training clients in person to doing everything online. His first product, a video that teaches how to dribble a basketball better, earned \$20,000 in the first week of its release.

The business has since developed more websites and products, along with an online coaching program. Today, Alex's business is going stronger than ever!

Texas Kid Entrepreneur – Social Media

Shana Kabani founded "The Marketing Zen Group", a social media marketing firm based in North Texas. The company which she launched with \$1500 of her own money specializes in all aspects of web marketing for clients— from Facebook and Twitter to blogs and video. She hosts a Web TV Show about Technology and has been recognized as one of the top 25 entrepreneurs in the U.S. under the age of 25.

Did you know that more than 70% of young Americans envision starting a business or doing something entrepreneurial when they are adults.



Entrepreneurship?
Free Enterprise?
What do these big words really mean?

Entrepreneur

An entrepreneur is a person who starts his/her own business.

Free Enterprise System

Thanks to our founding fathers, you can start and operate your business in the USA with little interference from the government—a privilege not enjoyed in every country.



Have fun learning about Entrepreneurship!

Arlington Kid Entrepreneurs—2016 Contest Winners

Last year, kids just like you came up with BIG ideas for new products and businesses and submitted them in this contest.

- **Brain Wavers Master Invention** - a special hat placed on top of the head to scan brain waves helping students who suffer from learning disabilities, to make learning and life easier.
- **Roadside Pet Rescue** - allows homeless or lost animals a protective place to stay on the side of the road until they can be rescued.
- **Blueprint Hologram** - 3D life size hologram used for client blueprint to reveal what a new structure, concept or design will look like.
- **Electrical Pole Protector** - new innovative pole designed to protect electricity and network systems from blackouts due to bad storms.
- **Pencil 3000** - using voice command the electronic pencil powered by a mobile phone writes in multiple languages and proper grammar.

Basic Parts of a Print Advertisement

1. **Headline**—A brief saying that gets the readers' attention.
2. **Copy**—The words in the ad that expand on the headline. Good copy is simple and direct and can be a few words or several paragraphs.
3. **Illustration**—A photograph or drawing that gets the readers' attention.
4. **Logo**—A logo is a distinctive identification symbol for a business such as Nike's swoosh or McDonald's golden arches.

Essay Ideas to Get You Started

1. Describe your company and ideas you have to get the money you will need to get started.
2. What do you sell? Describe your products and/or services.
3. Your Market—Who are your customers? Adults, teens, boys, girls?
4. Who is your competition?
5. How do you plan to tell people about your business or your product? Commercials, newspaper, etc.?
6. Who will manage your business?



FYI—Magazines have lots of advertisements!

Entrepreneurship Resources in Arlington



The Class in The Parks is a marketing education program where Arlington ISD classroom space is located in The Parks at Arlington Mall. This program has the goal of providing authentic entrepreneurial learning experiences. Spirit Threads, a retail store connected to the classroom, serves as the learning laboratory for our students. The courses are restricted to AISD Juniors and Seniors.



The Arlington Chamber of Commerce established Champion Education in 2002 to prepare students for a world of opportunity. Technology, global competition, and changes in critical skills needed make it imperative that we focus on initiatives to prepare our youth for success. The Chamber's Champion Education initiative is a partnership with the Arlington Independent School District (AISD) that links business involvement within

the school district, helping to identify and develop educational programs to meet the workforce needs of the business community. It also communicates AISD's services and accomplishments to the community.