



## Creative Marketing Contest Instructions & Rules

You are invited to create an electronic slide deck for Orange County's leading Mergers & Acquisitions advisory firm! Your deck should contain embedded video elements, including mock client testimonials. Our panel of judges—consisting of Plethora executives and accomplished college professors—will determine the winning submissions. The entries that win 1st, 2nd, and 3rd place for their content will receive *trophies and monetary prizes*. 1st place winners may also be considered for hire to improve their deck and add real testimonials from actual past clients.

### Eligibility

Applicants must be current graduate or undergraduate students with at least junior standing at Chapman University, CSU Fullerton, Concordia Irvine, or Vanguard University. This is open to all majors, however, the best candidates possess the following attributes:

- Current college student studying Business Administration, Marketing, Strategic & Corporate Communications, PR & Advertising, Graphic Design, Film/Documentary Production, or other related majors
- Creative mindset, ability to think “outside the box”
- Curiosity to learn about the M&A industry

Below are some useful resources:

- [Contest Judging Rubric](#)
- Plethora Website:
  - <https://plethorabusinesses.com/>
- Competitor Websites:
  - <https://www.compass-advisors.com/>
  - <http://www.klhcapital.com/>



## To Apply

Qualified candidates shall apply to participate below. Please submit the application by **Tuesday, September 10th, at 11:59 pm**. The Kickoff Reception for all accepted participants will occur on **Thursday, September 19th**.

- [Contest Application](#)

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## Once you get accepted...

### 1. Assemble

We recommend each entry to be a team effort; people tend to generate better ideas when collaborating with one another. Keep in mind that the best teams consist of members with a variety of skills because that will make it easier to delegate certain tasks (refer to the range of college majors listed earlier). Please fill out and refer to the [Team Information Form](#). Team sizes will be limited to **5 members**. There will be **no more than 7 teams/entries**.

### 2. Create

Winning submissions should allocate about 15% of the deck towards the company itself, 30% on sell-side advisory, 30% on buy-side advisory, 10% on valuations and appraisals, and 15% for closing and address/accomplish the following:

- Why should a potential client choose Plethora over a competing M&A firm?
- What is it like to work with Plethora in an M&A transaction?
- Consider our target clients (lower middle market entrepreneurs who have created a legacy with their \$50-100 million company; law firms, CPA firms, centers of influence for referral business)
- Embed mock client testimonial videos (see competitors' websites on page 1 for examples)



### 3. Submit

Submit your final product by **Thursday, October 31st at 11:59 pm** on the [Team Drive](#) below, in the "Final Submissions" folder. You must submit your project as a Powerpoint/Keynote document with embedded video files. Please save your files with your assigned team number (Team 1, Team 2) in the file name! If you forget your team number, refer to the [Team Information Form](#).

### 4. Awards

The teams/entries that place 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> will be invited to the **Winners' Reception on Thursday, November 21st!**

- 1<sup>st</sup> place
  - \$1,000 divided equally amongst each team member
  - Trophy
  - Press release to publicize their hard work
  - Letter of commendation to each member
  - May be hired to add real testimonials
- 2<sup>nd</sup> place:
  - \$500 divided equally amongst team members
  - Trophy
  - Press release
  - Letter of commendation to each member
- 3<sup>rd</sup> place:
  - \$250 divided equally amongst team members
  - Trophy
  - Press release
  - Letter of commendation to each member

### Review of Important Dates

- Kickoff Reception: Thursday, September 19th
- Submission Deadline: Thursday, October 31st
- Winners' Reception: Thursday, November 21st

We look forward to seeing your entries! If you have any questions please email [matteo@plethorabusineses.com](mailto:matteo@plethorabusineses.com)