

*EntrepreneurShip  
Investigation  
Challenge 2009*

**WANTED:**  
**Youth Entrepreneurs**



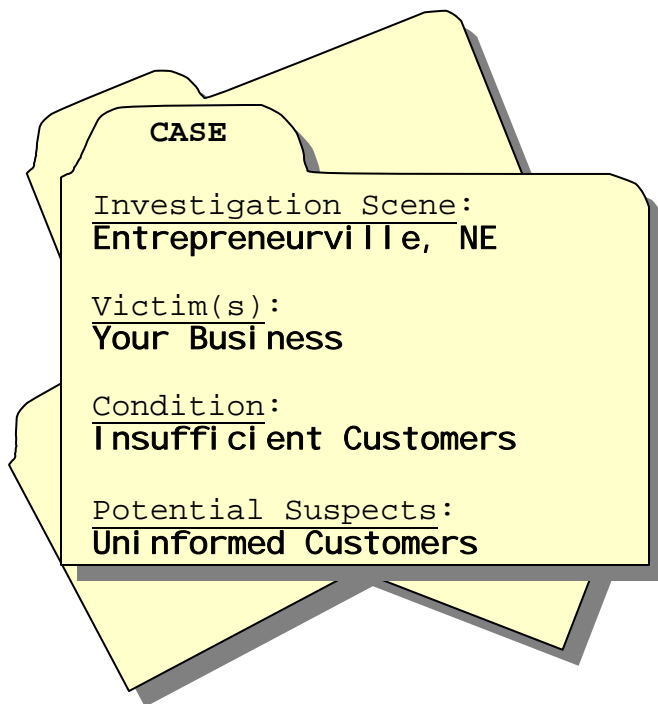
Possible Leads:

(1) The **WEB**: design a complete and unique company website to inform potential customers about the victim's top-notch products and services.

*Challenges:*  
*Attractive/Money gathering design and ease of use.*

(2) **TELEVISION**: Develop a 30 second commercial that could air on local TV to market the victim's product or service.

*Challenges:* *Break through the clutter for the audience's attention, but with refinement.*



*Investigation Closes: August 1, 2009*

*For more information, visit [www.4h.unl.edu/esi](http://www.4h.unl.edu/esi)*



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska—Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska—Lincoln and the United States Department of Agriculture.





## Entrepreneurship Investigation Challenge 2009

### Options:

- Website Marketing Competition
- 30 Second Commercial Production

**(You are not limited to one or the other and you need not submit both)**

### Divisions:

**Beginner: Start-up Business Owner (have a plan but not yet in operation)**

\$50 cash reward for top advertisement in each of the above options

**Intermediate: 1 to 3 year Business Owner**

\$50 cash reward for top advertisement in each of the above options

**Advanced: 3 or more year Business Owner**

\$50 cash reward for top advertisement in each of the above options

\*Participants do not need to be enrolled in 4-H to participate

### How to Participate:

Create a commercial (either visual or audio) based on the provided rating sheet. Send finished product to the address below by either burning to a DVD, CD or emailing a media file to [bthorberg2@unl.edu](mailto:bthorberg2@unl.edu). If you have a difficulty sending your file through email, please contact one of the staff below for help.

Create a website based on the provided rating sheet. Email your website link to [bthorberg2@unl.edu](mailto:bthorberg2@unl.edu).

If problems arise while trying to access your website or open your media file, you will be contacted so we can work together to resolve any technology issues. You will not be penalized if this type of trouble arises.

***Your commercial and/or website will be available for public viewing at the Nebraska State Fair at the 4-H Cyber Fair in the Farmland building and on the ESI Website. For this to occur, you will need to sign the following personal image release form and either mail or fax to the address below.***

## **All entries are due by August 1<sup>st</sup>, 2009**

*Please include your name, address, telephone number, age, the division you are participating in, and your signed release form when sending in your entry.*

Becky Thorberg  
4-H Cyber Fair Coordinator  
University of Nebraska-Lincoln Extension  
114 Ag Hall  
Lincoln, NE 68583-0700  
[bthorberg2@unl.edu](mailto:bthorberg2@unl.edu)  
Phone (402) 472-9198  
Fax (402) 472-9024

Michelle Garwood  
4-H Cyber Fair Coordinator  
University of Nebraska-Lincoln Extension  
114 Ag Hall  
Lincoln, NE 68583-0700  
[mgarwood2@unl.edu](mailto:mgarwood2@unl.edu)  
Phone (402) 472-9198  
Fax (402) 472-9024



Extension is a Division of the Institute of Agriculture and Natural Resources at the University of Nebraska-Lincoln cooperating with the Counties and the United States Department of Agriculture.

The 4-H Youth Development program abides with the nondiscrimination policies of the University of Nebraska-Lincoln and the United States Department of Agriculture.



**Personal Image Use**

The undersigned grants permission to the University of Nebraska Board of Regents, on behalf of the University of Nebraska, and to the National 4-H Council, to use the undersigned’s or the undersigned’s child or ward’s image, name and any attached descriptive language, attached hereto as Exhibit “A” and incorporated herein by this reference (the “Image”), for use in connection with the activities of the University of Nebraska or any element of the University of Nebraska’s mission, including but not limited to promoting, publicizing or explaining the University of Nebraska or its activities. The grant includes, without limitation, the right to publish the Image in any University of Nebraska publications and promotional materials. The Image may appear in any wide variety of formats and media now available to the University of Nebraska and that may be available in the future. The undersigned releases the University of Nebraska and any of its employees, representatives, associates or assigns from any and all claims for damages under any available legal theory based on use of the image. The undersigned further waives any right he/she may have to inspect and approve uses of the image by the University of Nebraska and releases the above mentioned from any liability that may arise by virtue of any alteration of the image whether intentional or otherwise, unless said alteration can be shown as malicious. The undersigned represents that he/she is at least 19 years of age or if not the undersigned is the parent or guardian of the child or ward whose likeness is used in Exhibit “A”. This agreement shall be construed and enforced according to the laws of the State of Nebraska.

\_\_\_\_\_ Date

\_\_\_\_\_ Signature

\_\_\_\_\_ Printed Name

\_\_\_\_\_ Street Address

\_\_\_\_\_ City, State, Zip

If applicable, parent or guardian of: \_\_\_\_\_

ATTN: Becky Thorberg

