

Dear Friends,

Congratulations on choosing to participate in one of the cooler events of the year:
The Ad Club Brand-a-thon.

In partnership with PayPal and the Start Tank, this promises to be one of the most invigorating and challenging things you've done in a while. You will get to strut your stuff in front of some of the most prominent, "wicked smaht" marketers in New England... and the chance to walk away with \$2,500.

Here is your guide to the whole event:

There are three distinct segments that make up this challenge...

- Selecting your startup and briefing
- The 72 hour-long weekend "Brand-a-thon," and...
- Live Judging at the Revere Hotel

PART 1

FRIDAY, JUNE 20TH:

Selecting your startup and briefing.

3:00PM

All agency teams arrive at PayPal for their briefings by the Startups.

Each startup gets 5 minutes to present to the creative teams. There is a 5-minute hard stop!

A lottery drawing will determine the order of presentations at random. All presentations total 1 hour and 15 minutes.

Creative teams will hold up a "WE'RE IN" card the minute they hear an idea they like. Teams can adopt a startup one minute into the pitch, so it is important that pitches are strong out of the gate (as in THE VOICE format). There is no Q&A in this section.

4:15PM

The "Drill Teams" huddle with the Startups.

Creative teams go into workstations with their startups to ask more in-depth questions and begin the branding process. The agency creative teams may bring a "drill team" of experts to this session as they see fit: media, research, brand planner, etc. There is white boarding, interviewing, and reviewing of current materials at this point.

6:00PM

Cocktails and Networking.

Teams, startups, and guests join together for cocktails, noshing, and networking together in the main space.

PART 2

SATURDAY, JUNE 21ST- MONDAY, JUNE 23RD:

The Brand-a-thon begins, fueled by Red Bull.

Teams are off working wherever they choose, for as many hours as they can stand. They may execute in any media, but they must present "The Big Idea." Whatever the team feels will best launch the brand.

All work must be delivered ready for presentation by Monday, June 23rd at 12:00 midnight.

The Ad Club will provide a Dropbox link to each team for all files to be electronically uploaded.

We highly suggest you have Mac Artists working with you and any other presentation help you need to secure. You are presenting a campaign... a body of work that you believe will launch the startup and build their business.

PART 3

THURSDAY, JUNE 26TH:

Live Judging at Isobar, One South Station, Suite 300, Boston, MA

5:00PM-7:00PM

Live judging of work.

All startups, their creative teams, media, and VIP's will be invited to watch the judging at the Revere Hotel on stage. **Each creative team gets 15 minutes** to present their work to the panel of 10 judges. Judges score each presentation. The scores are then tallied. At the end, judges will have 10 minutes to break a tie. If there is a clear winner, there will be no discussion.

7:00PM-9:00PM

Announcement of Winners and Cocktail Reception.

Winners will be announced by Kathy Kiely, President of The Ad Club, and David Chang, COO of PayPal. First place winners will receive a team prize of **\$2,500**, while Second-place winners will receive a team prize of **\$500**.

Startups that were not paired with a creative team will have the opportunity for an in-person meeting with a mentor sometime following the event.

Thank you very much to the creative teams who are willing to share their expertise with the startups of Boston. The value you bring to the startups is priceless!

THE GORY DETAILS:

Addresses:

PayPal Offices
1 International Place
6th Floor
Boston, MA 02110

The Revere Hotel
Theater 1
200 Stuart Street
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Ad Club Contacts:

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For any questions about timing, rules and regulations, or location information, please do not hesitate to contact Kathy or Christen.