



The Ad Club & PayPal Introduce Boston's First "Brand-a-thon"

Dear Judges,

Thank you for agreeing to participate in the Ad Club's first ever Brand-a-thon in partnership with PayPal.

Here is the breakdown of everything you need to know to enjoy your judging process. Your "MUST ATTEND" events and information is in orange. But we highly suggest you attend all the events to understand the full dynamic and get to know the startups and creative teams. The schedule includes location addresses as well as emergency phone numbers for when you get lost :-)

Judging Expectations:

As a reminder, you will be judging the presentations of nine creative agencies, each representing a Start Tank startup. Agencies will be selected in random order to present. You will have a judging card for each agency that you will turn in at the end of each presentation. There is no discussion between the judges. When all the agency presentations have been judged, you will all go to another room where we will announce the winner. If it is very close or a tie, there will be time to deliberate. You will then join us for a cocktail reception and congratulations.

Judging Criteria:

The creative teams will be judged overall on how big of an idea is presented and how tightly it fits the brand mission. Teams will be judged on:

- The polish of the presentation
- The depth of the presentation
- Cross platform integration
- Uniqueness/scale of the ideas
- It must be based in reality, be executable/grow with brand

Please feel free to email me any questions of concerns.

Sincerely,

Kathy Kiely
kathy@adclub.org
President | The Ad Club

THE SCHEDULE

The Pitches: Friday, June 20th

- **Location:** Paypal: 1 International Place, Boston, MA 02110 (617) 502-3100
- **Time:** 3:00-5:30PM
- **Registration:** 3:00-3:30PM
- **The Pitches:** 3:30-4:15PM
*Each Startup will present for 3 minutes.
- **Cocktail Reception:** 4:15-5:30PM

Live Judging: Thursday, June 26th

- **Location:** Isobar: One South Station, Suite 300, Boston, MA 02120 (617) 936-1716
- **Time:** 5:00-9:00PM
- **Registration:** 5:00PM-6:00PM
- **Presentations & Live Judging:** 6:00-7:30PM
- **Winners Announced & Cocktail Reception:** 7:30-9:00PM

Contact Information:

- **Christen Stumpf:** (508)648-5067: christen@adclub.org
- **Kate McCabe:** (508)335-3421: kate@adclub.org
- **Anna Segar:** (617)584-1310: anna@adclub.org