



# UGLY SWEATER

*Pitch Event*

**Thursday, Dec. 21**

**PD. 3, 9:07-9:49AM**

*Cookies will be  
provided!*

**ROOM 118**



[www.reallygreatsite.com](http://www.reallygreatsite.com)

# SCENARIO




**Well, it's your lucky day. You've been designing your quirky holiday sweaters for a few years with some significant success online and on the TikTok shop.**

**Last month you were DM'd by a person from Minnesota, why is a person from Minnesota DMing you? You ignore it, and two days later it happens again, and this time you reply. It ends up this person is Bethany a Buyer from Target's headquarters!!! She is inviting you to pitch your ugly holiday sweaters at an upcoming Target "new and undiscovered" event.**

**You will be crafting an ugly holiday sweater and pitching your product or product line to their buyers in hopes of being selected for next year's holiday season!**



# RUBRIC



Pitch Event	Amazing!	Good	Just Okay
Create an engaging introduction or hook. How can you make this entertaining?	10	8	6
Explain your product clearly & concisely. What makes your product unique? Why do consumers like it?	10	8	6
Identify the target market for your product.	10	8	6
What is the wholesale cost of your product and suggested retail price? In other words, how much money will Target make off of your product?	10	8	6
Close out your presentation and secure an order for your product line! Ask for questions.	10	8	6
Presentation skills- did you hold the judges attention? Were you able to answer their questions? Did you come in with a plan?	10	8	6

