

BUMPER STICKER COMPETITION LESSON PLAN

Theme: *“Dream it, Build it” – Turning Vermont youth ideas into reality
(Inspired by local entrepreneurial success stories)*

ALL ENTRIES DUE BY MARCH 13, 2026

Purpose

- Spark creativity and design skills while exploring marketing and entrepreneurship.
- Connect students with statewide efforts to promote youth innovation and community-focused business.
- Compete for the title of **Best Vermont Youth Entrepreneur Design!**

Materials

- Graphic design tools (Canva, Photoshop, or another of your choice)
- Access to sample bumper sticker templates
- Submission Guidelines (see below)
- Optional: T-shirt design mockup template for fun “bonus round”

Submission Guidelines

- **Size Options:** 3" x 8" (rectangle) or 7" x 4" (oval)
- **File Type:** PDF only
- **Theme:** Must clearly include *“Dream it, Build it”*
- **Design Focus:** Highlight *“Dream it, Build it” – Turning Vermont youth ideas into reality
(Inspired by local entrepreneurial success stories)*

The Challenge

Create a **bold, original bumper sticker** that makes people stop, think, and feel proud of Vermont’s entrepreneurial spirit. Your design should:

- **Inspire** creativity and community connection
- **Capture** the theme visually and emotionally
- **Communicate** your message clearly at a glance

Judging Criteria

Category	Description
Creativity & Originality	Unique concept that stands out from the crowd
Visual Appeal	Eye-catching colors, clear design, balanced layout
Connection to Theme	Captures the spirit of “Dream it, Build it” and community-focused entrepreneurship

**Clarity & Message
Impact**

Short, readable, and memorable message or imagery, error free

Lesson Experience

Step 1: Kickoff (10 minutes)

- Introduce the theme and competition purpose.
- Show short examples of real bumper stickers — from funny to inspirational — and discuss what makes them work. (some ideas to use can be found here)
- Ask: *What messages or images represent Vermont's entrepreneurial spirit?*



Step 2: Design Like a Pro (10 minutes)

Review 4 design tips for success:

1. **Keep It Simple:** Use few words — make it instantly readable.
2. **Spark Curiosity:** Hint at something bigger without telling the whole story.
3. **Make It Readable:** Big, bold fonts like *Impact* or *Interstate* win.
4. **Pop with Color:** Contrasting colors = instant attention. (Think *black & yellow* or *blue & white*.)

Optional Mini-Activity:

In pairs, brainstorm 3 short slogan ideas for the theme (less than 7 words). Vote on class favorites.

Step 3: Design Time (25–30 minutes)

Students create their bumper stickers in Canva (or another design platform). Encourage them to:

- Use shapes, colors, and icons that represent Vermont (mountains, trees, local spirit).
- Try multiple color combinations or layouts before finalizing.

Step 4: Showcase & Feedback (10 minutes)

- Students share their designs in a quick gallery walk or digital slide show.

- Peers vote for “**Most Eye-Catching,**” “**Best Message,**” and “**Most Vermont Vibes.**”

Step 5: Submit & Celebrate

- Students submit final PDFs.
- Optional: Print top entries or project them during morning announcements or school displays.

Competition Application Form

Each student must submit their own form found here: [Application Form](#)

Entries Due: March 13, 2026

Submit all materials here: [Bumper Sticker/Video Submission](#)

Extension Ideas

- **T-Shirt Remix:** Adapt your sticker design into a T-shirt graphic.
- **Marketing Pitch:** Create a 30-second “advertisement” explaining your design’s message.
- **Community Connection:** Partner with a local small business or entrepreneurship center to feature winning designs.