

# Mascot Design Competition

TEES VALLEY  
CAREERS

## *Tees Valley Careers needs your help!*

***Designing a mascot can be an important part of setting up a successful business as an 'entrepreneur'. This Global Entrepreneurship Week we are putting your skills to the test!***

***We are looking for primary school pupils from Years 3 to 6 to get together in small teams to design a fun and creative mascot for Tees Valley Primary Careers that represents the exciting career opportunities here.***

***One winning team will see their design brought to life as the face of Tees Valley Primary Careers! This means your design could feature on Tees Valley Primary Careers' website, social media, as well as the resources you get in your classroom.***



## What is a brand mascot?

A mascot is the personification of a brand. This means it should bring to life all the great things the business is known for. A mascot should be a source of pride!

A mascot will often be based on people, an animal, or a personified object, and should convey a unique identity that becomes the "face" of the business.

Having a mascot can help businesses to build their brand identity. Think of these well-known brands, can you think who or what their mascot is? How do they represent that brand?

› **Walt Disney**

› **CoCo Pops**

› **Compare the Market**

› **Crayola**

› **McDonalds**

› **Your favourite football team!**

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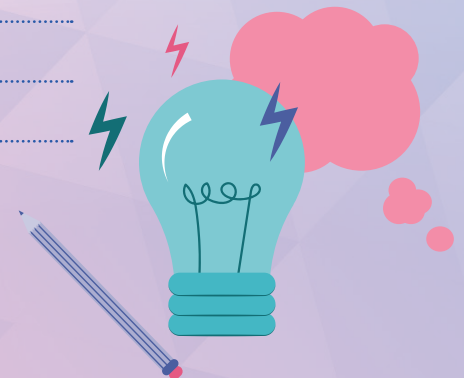
## About the brand: Tees Valley Primary Careers

Tees Valley Careers helps young people like you to understand all of the exciting career opportunities here in the area. This will give you the confidence and knowledge to explore these options when you leave school!

Our dedicated careers team works with local schools and colleges to support them with their careers programmes to make sure you are aware of all the opportunities locally.

Can you think of any key words you can associate with Tees Valley Careers already?

- › **Knowledgeable**      › .....
- › **Future**      › .....
- › **Guidance**      › .....
- › **Friendly**      › .....



## Your Challenge

*Working in teams of four or five, your challenge is to:*

- 01** Come together to pick a team name and start to think of some ideas. Think about some of your favourite brands, what makes them stand out?
- 02** Develop your team ideas and pick your favourite. Remember, your mascot can be a person, animal, or object.
- 03** Give your mascot a name. You could even create a slogan or a catchphrase for them, if you like.
- 04** Create a design on the sheet attached. You can use pens, pencils or felt tips, or even computer design. Be as creative as you like, but remember it will be copied so needs to be 2D.
- 05** In the text box, provide a brief description of your mascot, explaining:
  - a. Key features, skills, attributes, and personality
  - b. Why did you choose this design? (Shape, colours etc)
  - c. How does this link to Tees Valley Primary Careers and the Tees Valley area?

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## Hints and tips!

*To help you get started, think about;*

- What does the Tees Valley mean to you? What reminds you of the Tees Valley? Remember, the Tees Valley includes Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland, and Stockton-on-Tees.
- If the Tees Valley was a person, how would you describe them?

**Hint!** Would they be friendly and have nice big welcoming smile?

- What famous things can you think of that have been made here?

**Hint!** Can you think of a well-known meat free alternative sponsored by Mo Farrah?

**Hint!** Do you know the name of the vaccine recently developed here to fight Covid-19?

**Hint!** Can you name the famous video game developed by Double Eleven from its Middlesbrough base?

- Have you seen anything in the news about exciting opportunities here?

**Hint!** Which Government department is setting up a base here?

**Hint!** Did you know you could now go on holiday from Teesside International airport?

**Hint!** Have any of your family worked at the Redcar Steelworks? Do you know about the new Teesworks site creating new opportunities, including lots of environmentally friendly businesses?

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## Prizes

The winning team will be invited to Tees Valley Combined Authority's offices to meet the Tees Valley Mayor, Ben Houchen, for a Q&A session to find out what life is like in the day of a Mayor! Your team will also get to work with our Design Studio to take your logo from concept to design phase.

Each student will also receive a framed certificate and a framed copy of their winning design.



## Key Dates and Deadlines

**Monday 8th November:** Competition opens

**Friday 3rd December:** Submission deadline by 5pm. Please can one teacher collate all entries on behalf of your school and send in .JPEG or .PNG format by email to [sarah.lamb@teesvalley-ca.gov.uk](mailto:sarah.lamb@teesvalley-ca.gov.uk)

**Monday 6th December:** Shortlisting begins

**Friday 13th December:** The winners will be announced via email

**January 2022:** Mascot finalised. After the visit to Tees Valley Combined Authority, the Design Studio will finalise the design to make sure its ready for use!

**February 2022:** Mascot launched and in use on collateral

## Good Luck!



TeesValleyCA

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

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