



Gold Seal Lesson

Author(s): David Nohara			Lesson Title: Endorsement Deals			
Grade Span			ICLE Application Model			
K-4	5-8 XX	9-12	A	B	C	D XX

Instructional Focus:

Writing

Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

Performance Task

In order to raise money, many schools and districts have entered into endorsement, advertising, or exclusive-use contracts with different companies. One example is an arrangement where the school agrees to sell only soft drinks of a particular brand at school events in exchange for a cash payment from the company. As an extension of this type of agreement, you decide to offer your personal endorsement of a product in exchange for goods or cash. For example, if you are a member of the basketball team, you might propose to wear only one company's shoes in exchange for free shoes, arguing that you have a fair degree of influence over what other students in the school buy. Or, you might agree to wear t-shirts advertising a particular product every day for a year in exchange for discounted or free merchandise.

Choose a product, company, store, or business and write a letter proposing an endorsement or advertising deal. Be sure to include the following:

- What you propose to do
- What you are asking for in return
- A justification for the compensation you are requesting, including why you would be an effective marketing tool for the company and the amount of additional business you feel you would generate for them

ICLE Essential Skills

Apply in writing the rules and conventions of grammar, usage, punctuation, paragraphing and spelling. (ela 1)

Present information in well-organized fashion that will be clear to the target audience. (ela 11)

Understand and produce a variety of informative formats such as business letters, memos, reports, news articles, brochures, proposals and critiques. (ela 22)

Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc. (ela 30)

Use writing as a way of expressing personal creativity. (ela 31)

Scoring Guide:

Proposal 60 Points	<ul style="list-style-type: none">• Student states terms of proposal clearly• Proposed compensation is supported by student's justification• Justification based on student's influence on others, rather than focusing on student's own consumption or use• Student makes a clear attempt to be persuasive, especially when outlining benefits to the company• Student considers possible viewpoint and reaction of the reader
Letter format, mechanics, and language use 40 Points	<ul style="list-style-type: none">• Letter adheres to standard business letter format• Letter is attractive in appearance• Paragraphs and sentences are arranged logically and build on one another• Student uses appropriate diction• Letter obeys rules and conventions of standard written English, including spelling, grammar, and punctuation

Keywords

English Language Arts	Mathematics	Science
Reading	Algebra	Earth Science
Writing Argumentative Correspondence Proposal	Geometry	Life Science
Communications	Statistics	Chemistry
Literature	Calculus	Physics
Other	Trigonometry	Other
	Other	