Fourth Annual TASsel College Tournament
Rules & Procedures

1. All formal nominating speeches are limited to six words. All nominations will be unique. Duplication of nominees and nominating speeches of seven or more words are strictly prohibited. The tournament director along with the fellow presenters and classmates will police the six-word rule. Presenters should be prepared for informal questions following their nomination.

2. Each participant will use a single PowerPoint slide during each round. The slide should contain the presenter's name, the item being nominated, and the six-word nomination speech. After completing the round, participants should upload the PowerPoint file to the appropriate D2L Dropbox folder.

3. Voting on Days 01-05 will be conducted by throwing wadded up pieces of paper at the preferred presenter. Advancement is measured by having the most wads of paper at one's feet.

4. Preliminary Round/Day 01 will be the presentation of creative logos or brand marks in groups of five or by pod. There will be eight groups. Every person, after nomination, will go to a different portion of the room for voting. The winner within each pod can elect to retain his/her position or trade positions with another pod member. Trading positions is not the same as trading seeds; seeds will remain unchanged.

    An example nomination might include the presenter's name, the FedEx logo, and a nominating speech like, "FedEx identity enhanced by white-space arrow," on a single PowerPoint slide. This could lead to debate as to whether "white-space" should count as one word or two. Following the rules of grammar, it is one word and a valid nomination speech.

5. Round 01/Day 01 will again be the presentation of creative logos or brand marks in groups of two. There will be eight groups. Each person in the pairs, after nomination, will go to a different portion of the room for voting. Preliminary round nominations cannot be repeated in Round 01. Only one person will win from each group. Thirty-two people will advance to Round 02.

    People who fail to win any Round 01-05 go automatically to the trophy design challenge. Every non-winner will be required to work with the other non-winners from their region to create a trophy for the tournament champion. Resources available for trophy design are anything that could be found in a typical kindergarten classroom.

6. Round 02/Day 02 will be the presentation of creative products or product designs in groups of two. There will be 16 groups. A similar nominating and voting format will be followed. Only one person will advance from each group. Sixteen people will advance to Round 03.

7. Round 03/Day 03 will be the presentation of creative Web sites or online presences. All 16 remaining participants will compete in pairs. Eight people will advance to Round 04.

8. Round 04/Day 04 will be the presentation of creative advertisements or advertising campaigns. All eight remaining participants will compete in pairs. Four people will advance to Round 05.

9. Round 05/Day 05 will be the presentation of creative approaches to distribution or pricing. All four remaining participants will compete in pairs. Two people will advance to the Final Round.

    Day 05 will also be the day trophy designs are considered. Four designs, representing each of the four regions, will be nominated and voted upon on Day 05. The winning design team then must construct the trophy so that it can be given to the tournament champion at the end of the Final Round.

10. The two remaining participants will then nominate creative consumer- or user-generated content examples on Day 05 to begin Round 06. These examples will then be posted to TASselProject.com and administered via online voting. Moreover, each remaining participant will become a team captain and the other regional bracket members on his/her half of the bracket will make up his/her team. These two teams will be charged with trying to maximize the online voting for their respective team captain. Round 6 will begin on January 13, 2012 at 9:00 AM and end on February 3, 2012 at 5:00 PM (Central). The winner will be announced February 9, 2012.

In the event of a tie in any round, there will be a throw-off. Rules, procedures, positions, or seedings can be updated and/or amended by the tournament director, Dr. Suter, as necessary without compromising the integrity of the tournament.