**Kentucky Brochure**

Task: You have been hired by the Kentucky Department of Tourism to help promote our state as a travel destination. They are seeking your guidance in selecting activities that would appeal to a variety of individuals. They would like for you to design a brochure that highlights different aspects of Kentucky.

Instructions:

Step 1: Identify ***one*** Kentucky site for each topic, suggestions are included but you are free to select sites/activities not included in the suggestions. You may want to look up and read about some of these sites/activities before you select one.

Geography: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Natural Bridge, Mammoth Cave, Carter Cave, Cumberland Falls, Lake Cumberland, Land Between the Lakes, Big Bone Lick State Park)

History:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Abraham Lincoln Birthplace National Park, Henry Clay Estate “Ashland”, Mary Todd Lincoln House, Fort Boonesborough, Muhammad Ali Museum, Waveland, President Zachary Taylor burial site, My Old Kentucky Home)

Economics:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Churchill Downs, Keeneland, Bourbon Trail, Toyota tours, Louisville Slugger tours, KFC Harland Sanders Cafe and Museum, agriculture/horse farm tours, mining/Blue Heron Mining Community)

Government:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Kentucky History Museum, Kentucky State Capital, Governor’s Mansion)

Entertainment:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Kentucky Kingdom, college athletics (UK, UL, EKU, WKU, etc.), state parks, Hillbilly Days, Bluegrass Stakes/Kentucky Derby, art/music festivals (Railbird, Woodland Art Fair))

Step 2: For each of the sites/activities you selected in step 1 you will need to attempt to find the following information:

• You will need to provide important/key information about each of your identified activities (what is it?, operating hours, cost, location, clothing requirements, other important details)

• You will need to provide a brief sales pitch, what makes this a fun, unique or special activity. Essentially, why should someone want to do this?

Step 3: Now it is time to design your brochure! 😊

• Make sure your brochure is neat, well designed, and contains at least ***five*** pictures/graphics as part of your presentation

• Your brochure can be a physical product or digital, you can be creative with the format

Step 4: The rubric for the project is below, evaluate your finished product against the rubric.

|  |  |  |
| --- | --- | --- |
| **Category** | **Points Available** | **Points Earned** |
| Brochure has identified one site/activity in each of the required categories | 10 |  |
| Brochure includes relevant information for each site/activity | 30 |  |
| Brochure provides an entertaining and professional sales pitch for each site/activity | 15 |  |
| Brochure includes at least five images | 15 |  |
| Information in the brochure is accurate | 15 |  |
| Brochure is visually appealing, well organized, and free to typos | 15 |  |
| **Total** | 100 |  |

Comments: