

# National Watermelon Retail Merchandising Contest

## ENTRY FORM

Please fill out the form below to enter the 2022 National Watermelon Retail Merchandising Contest. Please type or print legibly. Illegible or incomplete entry forms will be disqualified.

### REQUIRED INFORMATION:

#### STORE INFORMATION

STORE ENTRY COORDINATOR: (FIRST NAME) \_\_\_\_\_ (LAST NAME) \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

STORE NAME: \_\_\_\_\_ STREET ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP, COUNTRY: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

NUMBER OF REGISTERS IN YOUR STORE: \_\_\_\_\_ DATE(S) OF STORE PROMOTION (DATE to DATE): \_\_\_\_\_

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#### PROMOTION DETAILS:

Please attach supporting documentation/ hyperlinks/images/screenshots.  
At least one category must be selected for the entry to be valid.

- Display/Visual Merchandising
  - Social Media (ex: Instagram, Facebook, Twitter, Pinterest)
  - Email Marketing (ex: newsletter inclusions, etc.)
  - Point-of-Sale Materials (ex: recipe cards, nutrition info, etc.)
  - Print (ex: flyers, ads, etc.)
  - Other
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#### PROMOTION RESULTS:

*Preferred but not required.* This is for NWPB's internal use only and will not be released to the public.

\_\_\_\_\_ % Watermelon sales increases vs. same time increment in 2021.

#### MOVEMENT RESULTS:

This section optional to be completed for judging.

Bins of fresh watermelon sold: \_\_\_\_\_ Boxes of mini watermelon sold: \_\_\_\_\_

Pounds of fresh-cut watermelon sold: \_\_\_\_\_

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Email your entry forms and photos to:  
retail@watermelon.org

*Please try to limit size of each email to 8MB. High-resolution images in JPG format preferred! Hyperlinks and screenshots also acceptable.*

Or

Send entry materials along with completed form to:  
NATIONAL WATERMELON RETAIL MERCHANDISING CONTEST  
c/o NWPB, 1321 Sundial Point, Winter Springs, FL 32708  
(407) 657-0261

All Entries must be received by midnight EDT September 14, 2022.