

NATIONAL WATERMELON RETAIL MERCHANDISING CONTEST

OFFICIAL RULES

CONTEST IS OPEN TO ALL RETAIL CHAINS, INDEPENDENTS, AND COMMISSARIES*

**International retail chains and independents must have U.S. origin product*

1. Your watermelon retail merchandising efforts must take place for a minimum of one week during June-August 2025 or a portion thereof.
2. Merchandising can be based on whole watermelon, fresh-cut watermelon, mini watermelon or any mix.
3. You may use any type of point-of-purchase materials and/or make your own creative pieces.
4. ALL entries MUST INCLUDE A COMPLETED OFFICIAL ENTRY FORM submitted via online entry or email. Be sure to include your name, valid store mailing address, store name and business telephone number. You may email your completed entry form with aforementioned components to RETAIL@WATERMELON.ORG.
5. Take high-quality photos, and use close-ups to accent details not visible in your wide, all-inclusive or size-enhanced photos. 1-3 digital photos in “JPG” are preferred and will be accepted via email or via the online entry form. Please attempt to limit email size to 8 MB. Hyperlinks and screenshots are also acceptable. Multiple emails for one entry will be accepted if submitting your entry via email.
6. Judging will be based on overall creativity, merchandising and marketing tactics.
7. Entries will be judged on prizes awarded by the National Watermelon Promotion Board and its agents. All decisions are final.
8. Sales results/percentages are encouraged.
9. Winner(s) will potentially be featured in press releases, future advertising and/or on watermelon.org.
10. Entries must be received no later than midnight EDT on September 15, 2025. All winners will be notified no later than October 10, 2025. NWPB will notify winners via email or phone. The NWPB is not responsible for lost, late or misdirected correspondence.
11. Prizes will be awarded subject to entrant’s company policies regarding distribution of such awards. Void where prohibited by company policy, or by law. It is the entrant’s sole responsibility to conform to such policies.
12. Taxes are the sole responsibility of prize winners.
13. If the winning entrant is no longer employed by the retailer at the time that prizes are issued, or if the retailer’s rules prohibit prizes to individuals, the prize may be awarded to the company rather than the individual.
14. Digital gift cards will be issued in the form of a digital redemption code on Amazon. One per store. The code will be emailed to the email address provided in the contest submission. National Watermelon Promotion Board is not responsible for lost or stolen codes. Each code has a \$15 value when used to purchase goods on Amazon. The code may not be redeemed for cash. Please allow 3 to 4 weeks after the close of the contest for receipt of the digital gift code.
15. Entries and commentaries become the property of NWPB, including all advertising and promotional rights and will not be returned. NWPB reserves the right to use the owner’s name/photos for publicity purposes without further compensation.
16. The National Watermelon Promotion Board (NWPB) administers the National Watermelon Retail Merchandising Contest.