

National Watermelon Retail Merchandising Contest

ENTRY FORM

Please fill out the form below to enter the 2025 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): _____

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
- ☐ Secondary Display
- ☐ Social Media (ex: Instagram, Facebook, Twitter, Pinterest)
- ☐ Point-of-Sale Materials (ex: recipe cards, nutrition info, etc.)
- ☐ Email Marketing (ex: newsletter inclusions, etc.)
- ☐ Print (ex: flyers, ads, etc.)
- ☐ Other

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 2024.

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: _____

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.

All Entries must be received by midnight EDT September 15, 2025.