



GEORGIA WATERMELON ASSOCIATION 2026 RETAIL DISPLAY CONTEST

OFFICIAL RULES & INFORMATION

The Georgia Watermelon Association invites all retail chains, independent retailers, and commissaries to participate in the inaugural Georgia Watermelon Retail Display Contest celebrating Georgia-grown watermelon and America's 250th anniversary.

CONTEST THEME

America 250

Retail displays are encouraged to creatively incorporate patriotic and America 250 themes alongside Georgia watermelon promotions.

CONTEST PERIOD

Display entries must be displayed for a minimum of one week between:

June 15, 2026 – July 6, 2026

ENTRY DEADLINE

All completed entry forms and supporting materials must be submitted by:

August 10, 2026

ELIGIBILITY

The contest is open to all retail chains, independent retailers, and commissaries featuring watermelon merchandising displays.

DISPLAY GUIDELINES

1. Displays may feature whole watermelon, mini watermelon, fresh-cut watermelon, or any combination.
2. Participants may use professionally produced point-of-purchase materials and/or create their own original display materials and decorations. You can request point-of-purchase materials from the National Watermelon Promotion Board, <https://www.watermelon.org/audiences/retailers/>

3. Displays should incorporate the 2026 contest theme, “America 250,” highlighting patriotic creativity and promotion of Georgia watermelon.
 4. Retail merchandising efforts must remain on display for a minimum of one week during the contest period.
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ENTRY REQUIREMENTS

1. ALL entries must include a completed official entry form.
 2. Entry form can be found here: <https://forms.gle/k2tK5Rsp8a9cnXV96>
 3. Participants should submit 1–5 high-quality digital photos of the display. Wide shots and close-up detail photos are encouraged.
 4. Preferred photo format is JPG. Hyperlinks and screenshots may also be accepted.
 5. Sales results, sales increases, or percentage growth are encouraged but not required.
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JUDGING CRITERIA

Entries will be judged on:

- Overall creativity
- Visual appeal
- Use of the America 250 theme
- Watermelon merchandising techniques
- Marketing and promotional execution

All judging decisions made by the Georgia Watermelon Association and its representatives are final.

PRIZES

1st Place — \$2,500

2nd Place — \$1,500

3rd Place — \$500

WINNER NOTIFICATION

Winners will be notified following the judging period in September via email or phone.

Winner(s) may be featured in future Georgia Watermelon Association promotional materials, social media, advertising, and press releases.

ADDITIONAL TERMS

1. Prizes are subject to entrant company policies regarding acceptance and distribution of awards.
 2. Void where prohibited by company policy or law.
 3. Taxes associated with prizes are the sole responsibility of the winners.
 4. If the winning entrant is no longer employed by the retailer at the time prizes are awarded, or if company policy prohibits individual prizes, awards may be issued to the retail company instead of the individual entrant.
 5. By entering, participants grant the Georgia Watermelon Association permission to use submitted photos and store names for promotional and marketing purposes.
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CONTEST ADMINISTRATION

The Georgia Watermelon Association administers the 2026 Georgia Watermelon Retail Display Contest.

If you'd like to have the **2026 Georgia Watermelon Ambassador** visit your store during your display week to greet customers and enhance your promotion, please contact **Charley Lollis Sheffield** at clollis@asginfo.net to schedule a visit.