

ANNUAL AUCTION MARKETING COMPETITION

Rules & Regulations

1. Entries must be related to the auction industry in some capacity and must have been created and distributed or used during the 2022 calendar year.
2. All entries must be received at the home office of United® Country Auction Services (2820 NW Barry Rd, Kansas City, MO 64154) no later than Friday, February 3, 2023 at 5:00 PM CT to be entered into the competition.
3. Late entries will not be considered and all entries are only eligible for the current competition calendar year.
4. All entries MUST be properly branded and display the (correct) United Country office logo, unless the entry does not contain any brand or logo at all (i.e., company promotional items like ink pens, radio ads, promotional banners, etc.). **Any entries which are not properly branded will be disqualified.**
5. All entries must have been created through custom designed pieces during the 2022 year.
6. Any UC office who submits an entry into the competition, must be current and in compliance with their franchise agreement, to include but not limited to (royalties, technology fees, minimum payments, etc). Any office which is not currently in compliance with their franchise agreement will be disqualified from the competition.
7. The official **Marketing Competition Entry Form** is required with EACH entry and MUST be completed fully for eligibility. Participants may submit multiple entries in multiple categories and individual entries may be submitted into multiple categories (if warranted), however a new fully completed Marketing Competition Entry Form is required for EACH entry submitted.
8. All marketing submissions will be retained by the judges and by United Country Auction Services for use in announcing awards and promotion (if applicable).
9. All judging and final decisions will be made solely by an independent third-party which is NOT affiliated with United Country Real Estate or United Country Auction Services. The independent third-party will be judging each category based on a pre-set list of criteria to keep the competition fair and equal to all participants.
10. Categories: The following categories will be considered for entry into the auction marketing competition this year. The categories and winning places are as follows:
 - Residential Property Auction**
 - First place
 - Runner-up
 - Commercial Property Auction** (Real Estate and/or Equipment)
 - First place
 - Runner-up
 - Farm/Ranch Property Auction** (Real Estate and/or Equipment)
 - First place
 - Runner-up
 - Recreational Property Auction**
 - First place
 - Runner-up
 - Personal Property Auction**
 - First place
 - Runner-up
 - Corporate Identity Marketing** (Company Brochure, Stationary, Folders, etc.)
 - First place
 - Runner-up
 - Digital Auction Marketing** (Banner Advertising, Email Blasts, Digital Postcards, etc.)
 - First place
 - Runner-up
 - Auction Property Video Marketing**
 - First place
 - Runner-up
 - Auction Photo of the Year**
 - First place
 - Runner-up
 - “Best of Show”**
 - From the category winners, the judges will select the Best in Show, the highest award in the marketing competition.
11. All marketing entries will be judged on the following list of requirements as warranted by individual entry types: branding, auction message, accuracy of information, custom design, animation, voiceover, transitioning, digital content and creativity.
12. In the event of a tie, judges will be asked to reassess the entries in the tie situation using a more stringent set of guidelines, and select a winner between the tied entries. If a winner cannot be determined by the judges at that point, then a winning place will be recognized and given to both participants in the tie situation.