



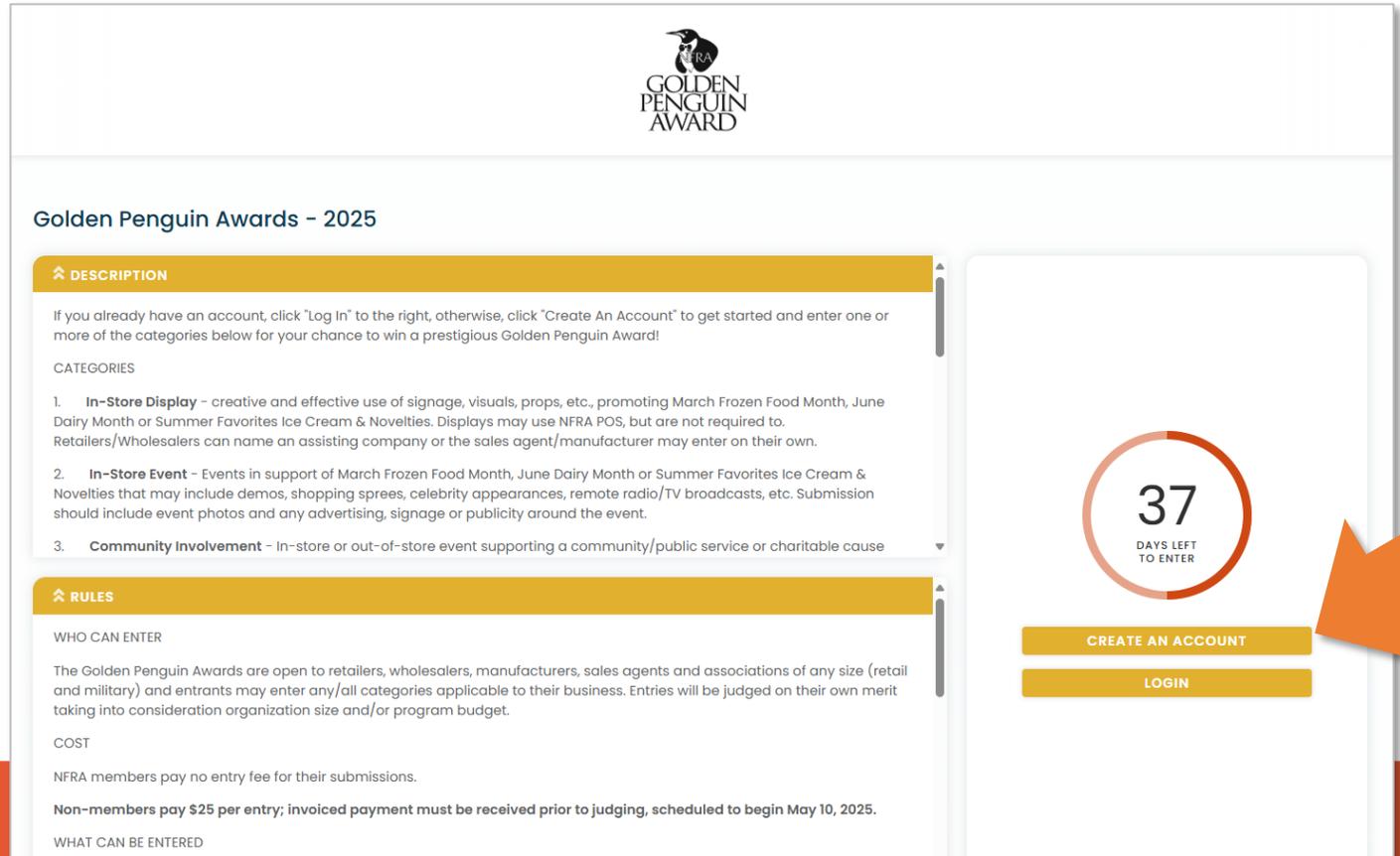
# **EASY ENTRY GUIDE**

How to submit your entry online



# Logging In

- Navigate to [https://my.reviewr.com/s2/site/golden\\_penguin\\_awards\\_2025](https://my.reviewr.com/s2/site/golden_penguin_awards_2025)
- Click **Create An Account**





## Golden Penguin Awards - 2025

**DESCRIPTION**

If you already have an account, click "Log In" to the right, otherwise, click "Create An Account" to get started and enter one or more of the categories below for your chance to win a prestigious Golden Penguin Award!

CATEGORIES

1. **In-Store Display** - creative and effective use of signage, visuals, props, etc., promoting March Frozen Food Month, June Dairy Month or Summer Favorites Ice Cream & Novelties. Displays may use NFRA POS, but are not required to. Retailers/Wholesalers can name an assisting company or the sales agent/manufacturer may enter on their own.
2. **In-Store Event** - Events in support of March Frozen Food Month, June Dairy Month or Summer Favorites Ice Cream & Novelties that may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcasts, etc. Submission should include event photos and any advertising, signage or publicity around the event.
3. **Community Involvement** - In-store or out-of-store event supporting a community/public service or charitable cause

**RULES**

**WHO CAN ENTER**

The Golden Penguin Awards are open to retailers, wholesalers, manufacturers, sales agents and associations of any size (retail and military) and entrants may enter any/all categories applicable to their business. Entries will be judged on their own merit taking into consideration organization size and/or program budget.

**COST**

NFRA members pay no entry fee for their submissions.

**Non-members pay \$25 per entry; invoiced payment must be received prior to judging, scheduled to begin May 10, 2025.**

**WHAT CAN BE ENTERED**

**37**  
DAYS LEFT TO ENTER

**CREATE AN ACCOUNT**

**LOGIN**

- Create an Account **using your email address** as the Username
- **Set a Password** following the required criteria
- Click the **Submit button** when complete
- \*A chat bot will pop up in the bottom right and is available for assistance throughout the process



### New to Review?

Create an Account

The password must have at least 7 characters, one lowercase letter, one uppercase letter, one number, and not based on a dictionary word.

Email Address (Username)

Password

Re-enter Password

First Name

Last Name

### Have an existing account?

Login to submit: [here](#).

Review from Review - Just now  
Hi! Welcome to Review!  
If you need assistance with anything choose from the options below or come back at anytime and select the chat icon in the bottom right.

How do I create an account?  
I can't login  
How do I edit an existing Submission?  
I have a question about the Program I'm submitting for  
I forgot my password  
Something Else  
Thanks

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If given the option, choose the 2025 event.

**EVENTS I'M COMPETING IN**

Event Name  **SEARCH**

NAME
<a href="#">Golden Penguin Awards - 2025</a>
<a href="#">Program Brief</a>



Details Personal Attachments Evaluations

←

**SAVE & LOGOUT**

Which Promotion are you entering? \*

March Frozen Food Month

June Dairy Month

June/July Ice Cream & Novelties Month

**CATEGORY**

Select the Category from the dropdown menu: \*

Please Select ▾

**First Name \***

Sarah

**Last Name \***

**Company \***

**Email \***

**Phone Number \***

US/Canada  Outside US

US: 402-555-1212

**Address Line 1 \***

**Address Line 2**

Suite 300

# Entry Form - General

- First, select the **Promotion**
- Next, select the **Category** from the Dropdown menu. When one is selected, a description of the Category will populate:

Select the Category from the dropdown menu: \*

Community Involvement ▾

Community Involvement - in-store or out-of-store event supporting a community/public service or charitable cause (food drive, fundraising, volunteer service, etc.). Submission should include photos and supporting media and clearly demonstrate a tie-in with the promotion.

- Complete the information as requested.
- An \* means that field is required.

# Entry Form - Attachments

At the bottom of the Entry Form,  
click the **Upload Attachment** button



## Attachments.

Please upload your PDF's, PowerPoints, images, etc. here.

UPLOAD ATTACHMENT

NAME

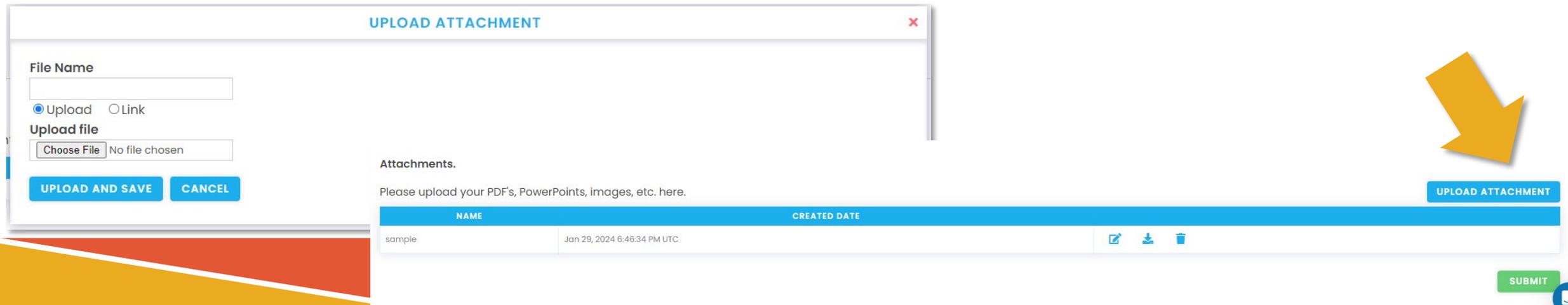
CREATED DATE

No Data

SUBMIT

# Entry Form - Attachments

- A box will pop up where you can **Upload** or **Link** an attachment.
- There must be a File Name.
- Once File Name is complete and the file has been uploaded, click the **Upload and Save** button.
- Once successfully saved, you will see the file in the list under **Attachments**.

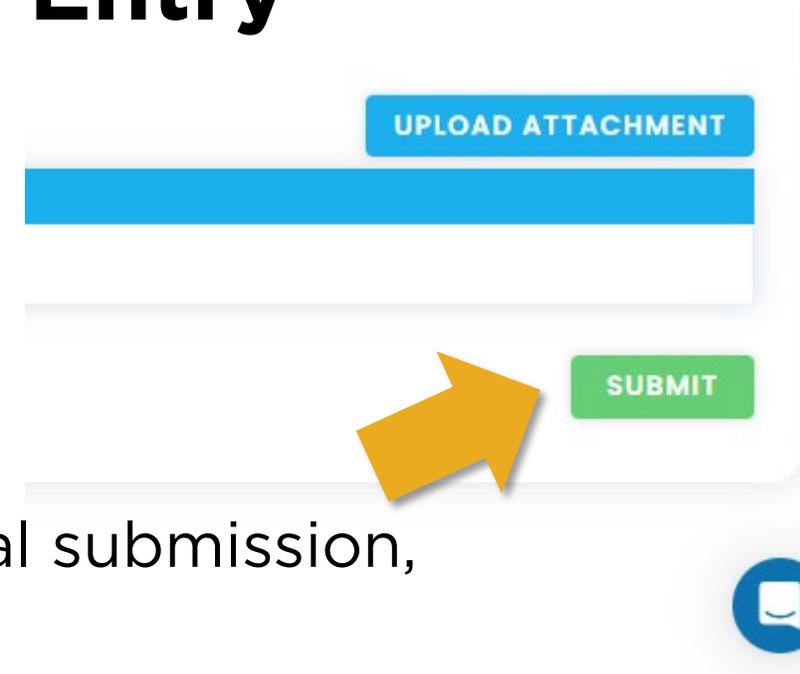


The image shows a user interface for uploading attachments. On the left, a modal window titled "UPLOAD ATTACHMENT" is open. It contains a "File Name" input field, radio buttons for "Upload" (selected) and "Link", and a file selection area with a "Choose File" button and "No file chosen" text. At the bottom of the modal are "UPLOAD AND SAVE" and "CANCEL" buttons. A large yellow arrow points from the "UPLOAD AND SAVE" button to the "Attachments" section on the right. The "Attachments" section has a header "Attachments." and a sub-header "Please upload your PDF's, PowerPoints, images, etc. here." Below this is a table with columns "NAME" and "CREATED DATE". The table contains one row with the name "sample" and the date "Jan 29, 2024 6:46:34 PM UTC". To the right of the table are icons for edit, download, and delete. A blue "UPLOAD ATTACHMENT" button is located at the top right of the attachments area, and a green "SUBMIT" button is at the bottom right.

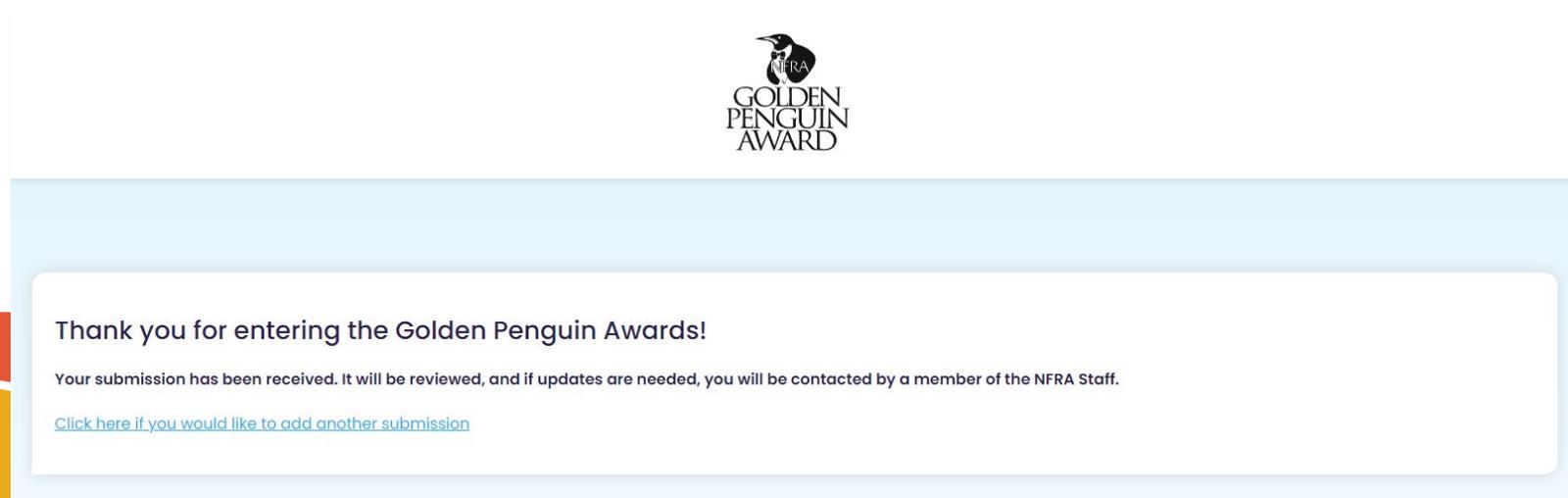
NAME	CREATED DATE
sample	Jan 29, 2024 6:46:34 PM UTC

# Submitting a Complete Entry

- Click the Green Submit button in the bottom right hand corner to submit a finished entry.
- When successfully submitted, you will see the page below with “Thank you for entering...”
- You can then click the link to enter an additional submission, if applicable.

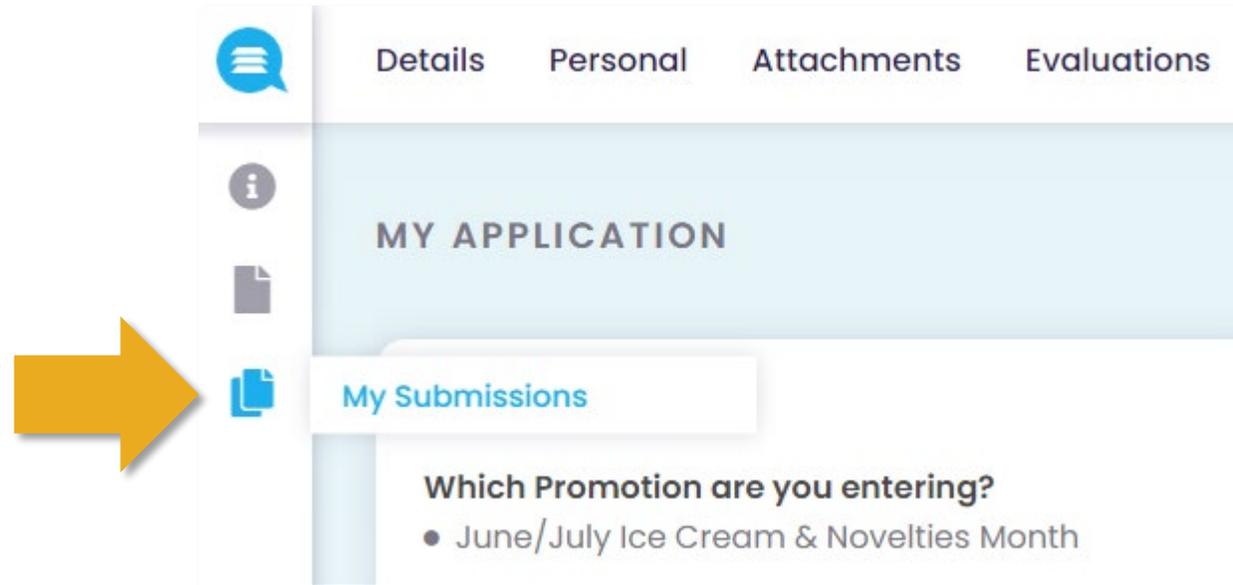


A screenshot of a web form for submitting an entry. At the top right, there is a blue button labeled "UPLOAD ATTACHMENT". Below it is a blue horizontal bar. Further down, there is a green button labeled "SUBMIT". A large yellow arrow points to the "SUBMIT" button. In the bottom right corner of the form area, there is a blue circular icon with a white envelope symbol.



# Multiple Submissions

To get back to your full list of open submissions, click the icon below and **My Submissions**.



# What are the judges looking for?

- Were the program's **sales goals** clearly stated? (The ability to quantify with a measurable number such as *expected dollar amount*, *unit sales* or *percentage of sales increase* will score higher with the judges.)
- Were **elements and implementation** of the program clearly described?
- Were program **sales results** clearly stated? (Again, the ability to quantify with a measurable number will score higher with the judges.)
- How well do program examples reflect the **goals, description and a good use of budget**?
- How well does the program **tie into the promotion**, including use of the promotion logo?
- Does the program show a **creative approach**?
- Are the sales results achieved reasonable based on the information and examples provided?

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# Next Steps

- Once you have submitted an entry, it will be reviewed by NFRA staff. If adjustments are needed, we will reach out to you.
- Entries will be judged by a panel of industry professionals over the course of two weeks, shortly after the close of the entry period.
- March Frozen Food Month winners will be announced in early June.
- June Dairy Month and Summer Favorites winners will be announced in early September.

*\*One award will be presented per entry. If your entry wins and you would like to purchase an additional award for an assisting company, please contact NFRA.*

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# Next Steps

- Gold Winners will receive a phone call from NFRA notifying you of your winning entry/entries.
- Gold awards can be collected at the Golden Penguin Awards Luncheon on Tuesday, October 21, 2025 in Orlando, Florida. To make alternate arrangements, please contact NFRA directly.
- **Only** those Gold Winners who have a representative at the Tuesday lunch will be shipped to the event. NFRA will not ship your award back for you. On-site shipping can be arranged directly with FedEx at the hotel.
- Silver Winners also receive a phone call from NFRA notifying you that you won Silver. Silver awards will be mailed directly to you.
- Gold and Silver Winner Lists will be posted on [nfraweb.org](http://nfraweb.org) and on-site during the Convention.
- Top Marketers will be announced at the Golden Penguin Awards Luncheon on Tuesday, October 21, 2025 in Orlando, Florida.

**Good luck!**

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