



EASY ENTRY GUIDE

How to submit your entry online



Logging In

- Navigate to https://my.reviewr.com/s2/site/golden_penguin_awards_2026
- Click Create An Account



Golden Penguin Awards – 2026

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/manufacture 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.

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

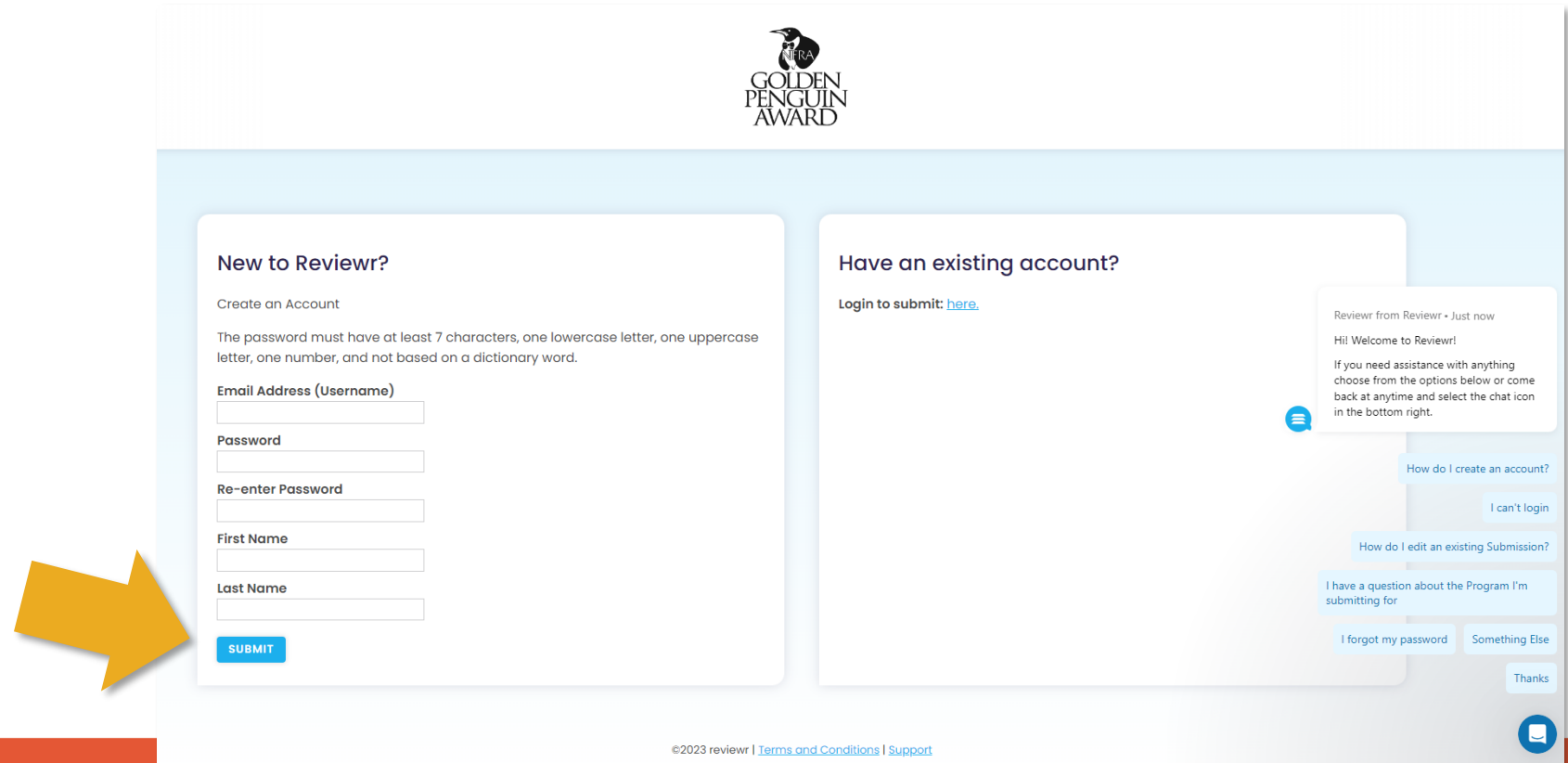
NFRA members pay no entry fee for their submissions.

288
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



The screenshot shows the 'Golden Penguin Award' website. At the top center is the logo, which features a penguin and the text 'GOLDEN PENGUIN AWARD'. Below the logo, there are two main sections: 'New to Review?' and 'Have an existing account?'. The 'New to Review?' section includes a 'Create an Account' heading, a password requirement note, and input fields for 'Email Address (Username)', 'Password', 'Re-enter Password', 'First Name', and 'Last Name'. A blue 'SUBMIT' button is at the bottom of this section. The 'Have an existing account?' section has a 'Login to submit: [here](#).' link. On the right side, a chatbot interface is visible, with a welcome message and several pre-defined questions like 'How do I create an account?' and 'I can't login'. At the bottom of the page, there is a footer with the text '©2023 reviewr | [Terms and Conditions](#) | [Support](#)'.

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

SUBMIT

Have an existing account?

Login to submit: [here](#).

Reviewr from Reviewr • Just now

Hi! Welcome to Reviewr!

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 2026 event.

EVENTS I'M COMPETING IN

Event Name

SEARCH

NAME	
Golden Penguin Awards - 2026	
Program Brief	



DetailsPersonalAttachmentsEvaluations

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

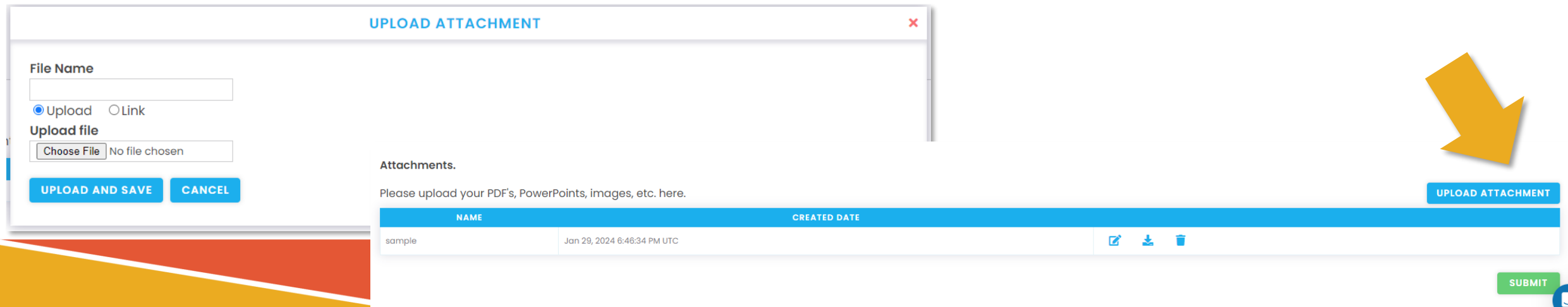
CREATED DATE

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 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 the text 'No file chosen'. At the bottom of the modal are 'UPLOAD AND SAVE' and 'CANCEL' buttons. On the right, a large yellow arrow points towards the 'UPLOAD ATTACHMENT' button in the main interface. Below the modal, the 'Attachments' section is visible, featuring a table with columns for 'NAME' and 'CREATED DATE'. The table contains one entry: 'sample' with a creation date of 'Jan 29, 2024 6:46:34 PM UTC'. To the right of the table are icons for editing, downloading, and deleting. At the bottom right of the attachments section is a green 'SUBMIT' button.

UPLOAD ATTACHMENT

File Name

☒ Upload ☐ Link

Upload file

No file chosen

UPLOAD AND SAVE **CANCEL**

Attachments.

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

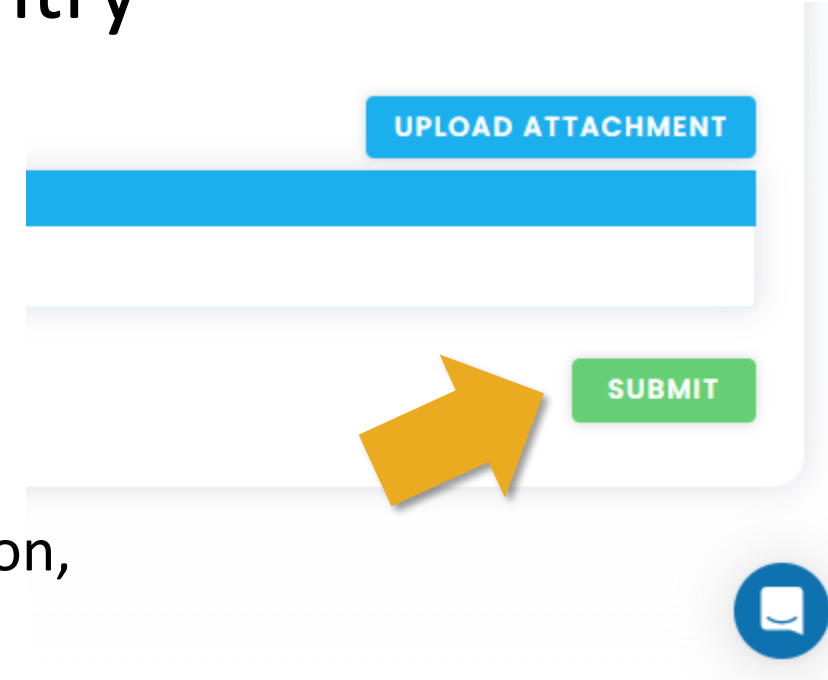
UPLOAD ATTACHMENT

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

SUBMIT

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.



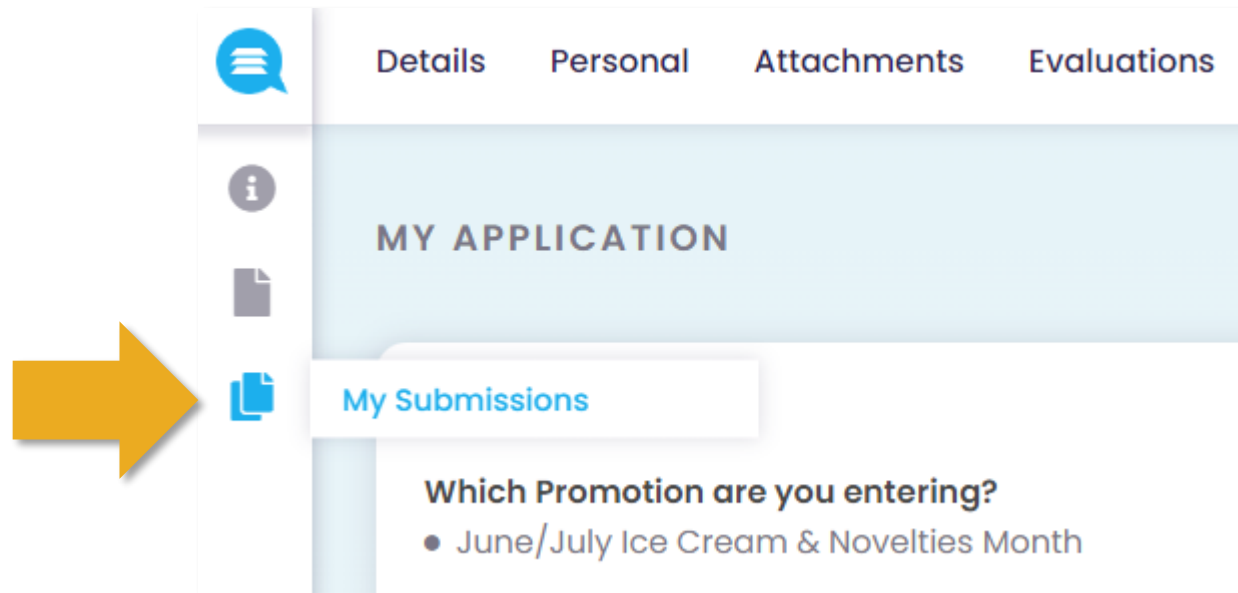
Thank you for entering the Golden Penguin Awards!

Your submission has been received. It will be reviewed, and if updates are needed, you will be contacted by a member of the NFRA Staff.

[Click here if you would like to add another submission](#)

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?

HONORING EXCELLENCE IN MARKETING



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.*

HONORING EXCELLENCE IN MARKETING



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 20, 2026 in National Harbor, Maryland. 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 and on-site during the Convention.
- Top Marketers will be announced at the Golden Penguin Awards Luncheon on Tuesday, October 20, 2026 in National Harbor, Maryland.

Good luck!

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