

## **Goodwill Date Night Challenge Entry Eligibility Confirmation**

Required:

Did the Facebook submission include a picture or video of a receipt or receipts from one or more Goodwill of the Heartland store locations dated on or between February 1<sup>st</sup>, 2018 and February 18<sup>th</sup>, 2018?

Did the Facebook submission include photos and/or video of the couple's Goodwill shopping experience?

Did the Facebook submission include photos and/or video of the couple's date experience?

Were all of the above required elements posted to Facebook between February 1<sup>st</sup> and February 18<sup>th</sup>, 2018?

Is the Facebook submission "family friendly" meaning that it does not contain inappropriate/questionable language or visual content that would violate Goodwill of the Heartland's Community Guidelines posted on its Facebook page?

*If the answer is "NO" to any of the above, the entry is not prize eligible and should not be judged further.*

*If the answer is "YES" to all of the above, the entry is prize eligible and should be judged using the Goodwill Date Night Challenge Prize Eligibility Entry Score Sheet*

# Goodwill Date Night Challenge Prize Eligible Entry Score Sheet

\_\_\_\_\_ Judge Name

*Only entries passing the Goodwill Date Night Challenge Entry Eligibility Confirmation screening are prize eligible and qualify for judging. This scoring sheet will be used by the Goodwill of the Heartland Marketing Department to determine the three finalists that will move on to the public voting round on the Goodwill of the Heartland Facebook page. Each entry will be independently judged by the same three people from the Marketing Department, excluding the Vice President of Marketing. In the event of a tie, the top scoring entries remaining will then be independently judged using the same score sheet by the Vice President of Retail and the Retail Project Manager. Should a tie occur again, the remaining top scoring entries will then be independently judged using the same score sheet by Vice President of Marketing.*

## Profile Name of Person Posting the Entry on Facebook:

---

**1) From the pictures and/or video included in the entry, please score the couple's outfits individually. We are looking for the best use of over the top, outrageous style – the goofier, the better.**

1 = lowest/worst possible score; 10 = highest/best possible score

Participant 1 = 1 2 3 4 5 6 7 8 9 10

Participant 2 = 1 2 3 4 5 6 7 8 9 10

Total Combined Score \_\_\_\_\_

**2) How well did the entry document challenge execution (shopping experience + date experience) with pictures and/or video?**

1 = lowest/worst possible score; 10 = highest/best possible score

**How well did the entry document the shopping experience?**

1 2 3 4 5 6 7 8 9 10

**How well did the entry document the date experience?**

1 2 3 4 5 6 7 8 9 10

Total Combined Score \_\_\_\_\_

**3) How well did the entry incorporate and document the Goodwill brand/mission and store images into their photos and/or videos?**

1 = lowest/worst possible score; 10 = highest/best possible score

1 2 3 4 5 6 7 8 9 10

**Total Overall Score for this Entry** \_\_\_\_\_

## **Goodwill Date Night Challenge Voting Via Facebook**

Facebook voting will begin when the submission content from the top three finalists is posted to the Goodwill of the Heartland Facebook page. This will happen on or around February 26<sup>th</sup>. The finalist couple with the greatest combination of Likes, Loves, Laughs and Wows at the close of voting will win. The close of voting date and time will also be noted on the Goodwill of the Heartland Facebook page.

In the unlikely event of a tie, scores from question #1 on the Goodwill Date Night Challenge Prize Eligible Entry Score Sheet will be combined with Facebook votes to determine the winner. The highest combined total will win.

The winning couple will receive a \$100 Visa gift card to enjoy another night out, compliments of Goodwill. The prize will be distributed in the form of two \$50 VISA gift cards; one for each of the participants in the couple.

If chosen as the winning couple, participants will be required to provide proof of age to verify that each is at least 18 years of age. A valid phone number and mailing address will also be required for each participant. If not provided within 72 hours of winner notification, Goodwill of the Heartland reserves the right to forfeit the prize to the immediate runner-up and so forth until a winner can be validated. Initial winner notification will be made via Facebook on or around March 5<sup>th</sup>.