

DATE: May 15, 2024

TO: Department Adjutant/Quartermasters
Department "Buddy"® Poppy Chairperson, VFW
Department "Buddy"® Poppy/National Home Chairperson, VFW Auxiliary
National "Buddy"® Poppy/National Home Ambassador, VFW Auxiliary

FROM: Lynn W. Rolf, III, Director, VFW Programs

SUBJECT: "Buddy"® Poppy Display Contest Program Information

The annual National Convention "Buddy"® Poppy Display Contest will be held in the Kentucky International Convention Center, in Hall AB, during the 125th National Convention. Entries will be accepted for registration and may be set up beginning at 8 a.m., Saturday, July 27 and up **until noon, Monday, July 29, 2024.**

I am attaching some updated information to assist with this year's Buddy Poppy Contest. The National Contest Rules are attached which includes any use of non-VFW trademarks or copyrighted material on the display is prohibited. It is suggested and recommended that the Departments' (State) contest rules be established in a like form. Also attached is the National entry form to show the information that will be required when entering/registering your department's approved display at the National Convention.

Posts and Auxiliaries that want to ship their displays to the National Convention site are asked to please use the shipping label(s) which will be forwarded to you soon. To ensure timely and proper delivery, it is imperative that the label used reflects the exact address, Show Name, Company Name and Booth Number. All Buddy Poppy displays should be mailed within 30 days prior to the convention. **Please note, for delivery after Monday, July 21; please use the appropriate label that states your display must arrive on Friday, July 26 only.** If you have a question, please contact Tammy Beauchamp at 816.756.3390 ext. 6287 prior to shipping. Do not ship directly to the Kentucky International Convention Center's normal address.

The judging is scheduled for completion on Monday evening and the winning displays will be identified with appropriate ribbons on Tuesday morning. Winners will also be announced on the convention floor. Plaques will be mailed for the top three winners in each of the three categories to the winning Department Adjutants after the convention.

PLEASE REMEMBER: The sponsoring unit is responsible for shipping to and from the convention (to include all costs) and the assembly/disassembly of their display. The displays must be removed **before noon on Tuesday, July 30th**, otherwise the display will be removed and destroyed by the convention center's personnel during the dismantle of the Hall.

I would like to wish all the VFW Posts and Auxiliaries luck on your displays and hope to see you in Kentucky.

Thank you!

NOTE: ALL DEPARTMENT ADJUTANTS MUST NOTIFY THE PROGRAMS DEPARTMENT, IN WRITING, BY JUNE 30 OF THE POSTS THAT WILL REPRESENT THEIR DEPARTMENT IN EACH CATEGORY.

**VETERANS OF FOREIGN WARS OF THE UNITED STATES
PROGRAMS DEPARTMENT
“BUDDY”[®] POPPY PROGRAM**

NATIONAL CONVENTION BUDDY POPPY DISPLAY CONTEST

These guidelines have been designed to place emphasis on the purpose and effectiveness of the displays. It is suggested and recommended that Department (State) contests rule be established in a like form.

RULES

(1) Displays will be presented and judged in three categories:

CATEGORY 1. **Public Promotion of Poppy Campaign** (Window, booth, parade, poster displays, campaign promotions, etc.)

- (a) Displays must be designed for public exposure and must bear a message soliciting a donation for and wearing of the VFW “Buddy”[®] Poppy.
- (b) At least one (1) of the poppies used in the display must be in its original form and color, with a label attached.

CATEGORY 2. **Memorial or Inspirational Displays** (Wreaths, memorial tablets or plaques, patriotic or devotional themes)

- (a) Displays must be designed to honor the dead, to inspire devotion to God and Country, or to dramatize the activities supported by the Buddy Poppy.
- (b) At least one (1) of the poppies used in the display must be in its original form and color, with a label attached.

CATEGORY 3. **Artistic or Decorative Use of Poppies** (Post Home displays, table center-pieces, corsages, pictures, plaques, models, scenes, hats, novelty pieces, etc.)

- (a) Any display not meeting the qualifications for Categories 1 or 2 shall automatically be entered in Category 3.
- (b) At least one (1) of the poppies used in the display must be in its original form and color, with a label attached.

(2) **Departments purchasing over 250,000 poppies will be allowed two (2) displays in each of the three (3) categories for the National Display Contest** all others will be allowed one (1) display in each of the three (3) categories, no deviations.

(3) The National Programs Committee shall have no responsibility in setting up, taking down or returning displays.

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- (4) Displays shall be set up in space provided in the convention facility. Prior to setting up the display, the responsible person must register with the Buddy Poppy desk and complete an entry form (unless one was forwarded earlier, approved by Department) which will show the category of competition, the number of poppies used, the purpose of the display, the Post and/or Auxiliary number and location, and the name of the person who will dismantle and remove the display at the close of the convention. **(Please be advised, all displays must be removed by noon on Tuesday, July 30th, or it will be disposed of by convention center personnel.)**
- (5) Displays may or may not be accompanied by a white card, not to exceed 4 inches by 6 inches in size, on which an explanation of the theme for the display or other information of interest to the viewers or the judges, should be written in black ink.
- (6) Post name, number, city or state (including the shape of your state) may **not** be visible on the displays. Failure to comply will result in disqualification.
- (7) (NEW) Any use of non-VFW trademarks or copyrighted material on your display must have prior approval from the trademark or copyright holder. These include, but are not limited to, names, logos, audio/visual graphics, images and/or props. The VFW and Buddy Poppy logo and name is authorized but use of any outside organization trademark or copyrighted material and/or logos must have prior approval through their respective organization.

JUDGING

Judging of displays will be based on effectiveness, purpose, clarity of theme, suitability, originality, beauty and number of poppies used. Where a sample of a large number of identical items (such as corsages or wreaths) is entered, full credit shall be given for the total number of poppies used. Judging will be completed Monday evening and the winning displays will have the appropriate ribbons placed on the display on Tuesday morning.

PRIZES

Plaques will be awarded to the first, second, and third place winners in each of the three categories and will be mailed to the winning Department's adjutant after convention.

NOTE

The Department adjutant will have to notify the Programs Director, in writing, by **June 30** of the Posts that will represent the Department in each category. This will allow us the time necessary to ensure each entry has sufficient space to set up at the National Convention.

Please be advised, the Programs Committee cannot guarantee against theft of personal items placed on displays. The exhibit hall is secured at night and monitored by security guards: however, they monitor a large area and are not assigned to one specific area. We strongly discourage using items of sentimental value, items of value or items considered to be irreplaceable on Buddy Poppy displays.

Thank you and good luck!

(Revised 5/14/24)

VETERANS OF FOREIGN WARS OF THE UNITED STATES "BUDDY"[®] POPPY DEPARTMENT

DISPLAY NO. _____

ENTRY FORM

NATIONAL CONVENTION "BUDDY"[®] POPPY DISPLAY CONTEST

(Set up time for displays begin at 8:00 a.m. on Saturday, July 27 and ends at Noon on Monday, July 29, 2024.)

POST NO. _____ POST/AUXILIARY NAME: _____

***PLEASE - Circle the correct participants involved with the making of your display! (This information will determine the wording on any correspondence or plaques, as indicated, if chosen as a National winner!)**

- A) (POST NAME) No. (#)
- B) (POST NAME) No. (#) and it's VFW Auxiliary
- C) VFW Auxiliary to the (POST NAME) No. (#)

LOCATION (Charter City & State) _____

CATEGORY _____ NUMBER OF POPPIES USED IN DISPLAY _____

****Please choose one category for your display placement! (Cat. 1, 2, or 3)**

BRIEF DESCRIPTION OF DISPLAY _____

IS ELECTRICITY REQUIRED? YES or NO (Circle one please!)
(If YES, please make sure National Headquarters is aware of this prior to Convention as the number of outlets may be limited.)

PERSON RESPONSIBLE FOR DISMANTLING AND REMOVING DISPLAY # _____

PHONE # _____

NAME _____

(*REMINDER - your display must be removed by noon on Tuesday the 30th or it will be disposed of by the Convention Center.)

SIGNED _____

(person entering display)

THIS DISPLAY IS CERTIFIED AS AN OFFICIAL ENTRY OF THE DEPARTMENT OF _____

SIGNED _____

(VFW and/or Auxiliary Department Officer Name and Title)

Please be advised, the Programs Committee cannot guarantee against theft of personal items placed on the displays. The exhibit hall is secured at night and monitored by security guards: however, they monitor a large area and are not assigned to one specific area. We strongly discourage using items of sentimental value, items of value or items considered to be irreplaceable on the "Buddy"[®] Poppy displays. **Please note any use of non VFW trademarks or copyrighted material on the display is prohibited.** Thank you and good luck!