

**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 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 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 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.

- (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 Wednesday, 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 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.

Entry Forms available from National and Department Headquarters. Thank you and good luck!
(Revised 4/25/2025)