

ROLLING USA SPIFF PROMOTIONS

Official Contest Rules & Guidelines

Sponsored by Mighty Loud Entertainment • Kennesaw, GA

PROGRAM OVERVIEW

The Rolling USA Spiff Promotions reward dealership team members and marketers for driving registrations and engagements. There are two separate contests running simultaneously:

Contest 1 Staff Keyword Contest Top Staff Keyword Redemptions	Contest 2 Marketing Campaign Contest Best Marketing Manager Award
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CONTEST 1 — STAFF KEYWORD CONTEST

Prizes

Place	Prize
1st Place — Most Staff Keywords	\$1,000
2nd Place — Most Staff Keywords	\$500
3rd Place — Most Staff Keywords	\$250

How to Win

- The team member with the highest number of keyword redemptions will win.
- Each dealership must assign staff keywords in the Dealer Promo Tool to track performance. Keywords not set up as staff keywords in the tool are not eligible.
- Do not post QR codes or keywords online. Doing so will result in immediate disqualification from the dealer competition.

Submission Deadline

All submissions must be received within two (2) weeks after the campaign ends. Late submissions will not be considered.

Validation Process

- Mighty Loud will validate all submitted data to ensure it matches the Dealer Promo Tool records.
- Dealerships must actively submit their top performer's data to be in the running. If no submission is made, the dealership will not be considered for the prize pool.
- Staff Keywords must be properly set up as a staff keyword in the Dealer Promo Tool to be eligible.

Tiebreaker Rules

In the event of a tie, the following criteria are applied in order:

1. Number of keywords redeemed
2. Number of check-ins recorded

CONTEST 2 — MARKETING CAMPAIGN CONTEST

Prize

Winner	Prize
Best Marketing Manager	\$1,000

Important: This is an individual award, not a team award. A W-9 is required for each winner.

How to Win

Submit your dealership's marketing campaign for a chance to win. The winning campaign combines creativity with strong registrations and engagements considered (keywords and check-ins).

Campaign Submission Requirements

- Briefly describe your campaign — maximum 250 words.
- Share how your campaign drove registrations and engagements.
- Attach at least 3 high-quality photos.

Campaign Scoring

Scoring Criteria	Points
Using POP materials	100 pts
Creative photos	100 pts
Using supplied marketing assets	100 pts

Creativity and originality	200 pts
Most registrations and engagements	200 pts
Total Possible Points	700 pts

Judging Criteria

- Creativity, originality, and overall impact of the campaign.
- Highest registrations and engagements.

Submission Deadline

All submissions must be received within two (2) weeks after the campaign ends.

Tiebreaker Rules

In the event of a tie, the following criteria are applied in order:

3. Number of keywords redeemed
4. Number of check-ins recorded

TERMS & CONDITIONS

- Prizes will be awarded within three (3) weeks after judging is complete.
- All entries must reflect actual efforts. Misleading or falsified entries will be disqualified.
- *Staff Keyword Contest:* If a winning team member is no longer employed by the dealership at the time of award, they will forfeit the prize the next highest-ranking individual will be selected, who may be from a different dealership.
- *Marketing Campaign Contest:* This is an individual award, not a dealership award. If the winning Marketing Manager is no longer employed at the dealership, the prize does not default to the dealership, it passes to the next qualifying dealership's marketer in the rankings. A W-9 is required for each individual winner and prizes cannot be reassigned to a dealership.
- Do not post QR codes or keywords online. Violation will result in disqualification.

Sponsor

Mighty Loud Entertainment • Kennesaw, GA

Questions? Contact your Mighty Loud representative for assistance.