



# Water Conservation Collegiate Event Marketing Competition with Kohler Rules & Guidelines

The following are the basic rules and guidelines for participation in the Water Conservation Collegiate Event Marketing Competition. Kohler may make additions to these guidelines at any time during the campaign, and all additions will be posted on American Marketing Association (AMA) website and e-mailed to registered teams. Teams are responsible to make themselves aware of these additions by providing a valid contact e-mail address to AMA and checking the Web site often.

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## **COMPETITION INTRODUCTION**

### **Competition Overview**

Using water more wisely – especially potable water which uses energy and chemicals to treat – is imperative, as supplies are limited and our population and economy are growing. Public education, along with new water-efficient products and building design methods, are critical to contain water use. Plumbing manufacturers such as Kohler are responding to this need by developing new products that use less water, but don't sacrifice performance.

Kohler Co. is sponsoring a national, collegiate competition among AMA chapters to help educate consumers about water conservation in the home. For this initiative, Kohler is asking students to develop a marketing campaign – culminating with a sales event – to raise awareness on campus and in the surrounding community regarding Water Conservation.

What's unique about this competition is the opportunity Kohler will provide to the top three chapters selected. Each will be awarded money and supplies (product demonstration, tent, signage, etc.) to execute their marketing plan. Chapters will be judged on several criteria – including creativity, media value, attendees, and product sales.

Moreover, the top three chapters will be awarded water-conserving faucets and/or fixtures to help “green” their own campus. Kohler will provide the students with high efficiency toilets, low flow showerheads and faucets to help their own campus save thousands of gallons of water each year. The members of the executive team of the Top Chapter will be flown to Kohler, Wisconsin for a visit with key marketing executives to discuss the success of their project and learn more about careers in marketing for one of the world's largest privately held companies.

### **Chapter Expectations for Event**

Chapters will submit a proposal to present how their school would have the best opportunity for Kohler to host a Save Water America event that would drive consumer awareness in their community and campus regarding Water Conservation. The proposal will be evaluated based on three factors: market research, Integrated Marketing/Communication Plan, and event execution/community tie-in. Kohler will be looking for exciting new ways to drive awareness of Water Conservation and the Save Water America event in all aspects of the proposal including: Public Relations, Marketing & Advertising elements, social media, and partnerships within the community. The awareness should be focused on educating people on Water Conservation AND driving people to the event to purchase Water Conserving products – that should be reflected in the target markets identified in the proposal. For the Top 3 Chapters selected Kohler will provide the following to assist in driving awareness: \$500 Advertising/Marketing Budget and \$2,500 worth of Water Conserving Toilets/Showerheads. Each proposal should outline how they would use these resources.

It is critical to understand Kohler Mission Statement of, “Improving the level of gracious living for all those who are touched by its products and services,” and be aware of it when executing the campaign. While Kohler wishes to engage extreme creativity in the marketing plans we expect the event to be executed as if the team was an Agency hired by Kohler to execute a campaign and propose all initiatives within Kohler's brand image. Each team should take time to read through the Kohler Water Conservation Brochure, visit [SaveWaterAmerica.com](http://SaveWaterAmerica.com), and [Kohler.com](http://Kohler.com) to understand Kohler's image and position on Water Conservation. Kohler has also posted additional information on the AMA website. Participating chapters will receive an email address for Kohler to ask additional

questions that may arise. Kohler will populate a FAQ sheet of questions as they arise and post on the AMA website so answers will be available for all chapters.

### **Save Water America Event**

The Save Water America event should be executed as a one day event, length of event should be no less than 3 hours, and is recommended to be held in conjunction with a pre-existing community/campus event but could also be executed as an independent conservation event.

For the event, Kohler will provide a comprehensive Conservation Tent (10" x 30") that will display Water Conserving toilets, showerheads, and faucets. The tent will also include two working displays demonstrating the water savings of (1) high efficient toilet water savings (1.28 gallons per flush) over an inefficient toilet (3.5 gallons per flush) and (2) bathroom faucet with low-flow aerator in it to save water. Depending on the location/concept for the event the tent does NOT need to be used and instead Kohler provided banners/working product displays can be incorporated.

Kohler will also provide a participating Kohler plumbing supplier (also known as wholesaler/distributor). The Kohler plumbing supplier is not associated with Kohler's retail division partnerships with Home Depot or Lowe's. Kohler's plumbing supplier will sell Water Conserving products to attendees at the event at a discounted price the day of the event. Consumers can elect to purchase and pick up their products the day of the event or purchase their products at the event and pick up at the distributor's nearest location. When selecting the location of the event for your proposal please verify that (1) the space can hold the Conservation Tent and (2) products can be sold at that location (if permits are required, they will be paid for independently by Kohler, please just identify costs in your proposal).

### **Community Partnerships**

Kohler encourages each Chapter to partner with other organizations – both on and off campus – to drive awareness of Water Conservation and the Save Water America event. Partnerships can include, but not limited to, local Water Municipality (especially if they are offering Consumer Rebates), city, and non-profit organizations. Partnership exceptions that Kohler would prohibit from participating in event would include, but not limited to, manufacturers in competition with Kohler and involvement of anyone selling Kohler product at event other than the Kohler identified independent distributor partner.

### **SaveWaterAmerica.com/UniversityName**

Kohler will provide a unique URL to the Top 3 Chapters to promote in all aspects of their Integrated Marketing/Communications Plan. This URL will direct consumers to the SaveWaterAmerica.com website and will be tracked to evaluate the consumers driven to the unique website from the marketing/communication plans.

## **ENTERING THE COMPETITION**

### **Team Requirements**

Any American Marketing Association collegiate chapter in good standing, as evaluated by AMA, can participate in the Kohler Save Water America Competition. Each chapter can submit only one proposal to the competition.

**Team Adviser**

Each team must also have an adviser. Advisers can stimulate creativity and give direction, but may not contribute to the actual creation of the campaign. We strongly encourage the advisers to assure that the teams adhere to the competition rules.

**Executive Team**

Each team must identify three individuals who will be identified as the Chapter’s Executive Team leading this project. If the Chapter earns the “Top Chapter” award based on quality of the chapter’s proposal and execution of the actual Save Water America event these are the individuals, in addition to their Adviser, who will earn an all expense paid trip to Kohler to meet with Kohler’s Sales, Marketing, and Communication Executives.

**Competition Assets**

Kohler will provide creative elements teams should incorporate into all of their campaign events and collateral materials. These materials will be posted on the AMA Web site. Prior to execution of any advertising/public relations effort the chapter should retain approval of each piece being proposed by Kohler. Kohler’s creative elements may be used only in connection with this project. Any unauthorized use by any team or individual will subject the unauthorized user(s) to any and all action at law or equity relating to such use.

Kohler retains all rights to the plans and concepts provided as part of the competition created by the teams, as well as the opportunity to expand, continue and execute any facet of interest. As a condition of participation, all participants must execute any documents required by Kohler to effect any necessary assignment and/or transfer of such rights, as determined solely by Kohler.

**Kohler Contacts**

Participating teams will receive an email address for a Kohler contact to which they can address product or competition related questions.

The Top 3 Chapters chosen to execute their proposals will be provided with a Kohler Marketing/Communication Executive and local Kohler Sales representative for guidance on actual execution and for final approval on any advertising/public relation activities prior to being executed by the chapter.

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**RULES OF PARTICIPATION**

**Timeline**

Competing teams will work within the following timeline:

- November 1<sup>st</sup> .....Competition Program & Rules Distributed
- January 15<sup>th</sup> .....Deadline for chapters to submit their proposals to AMA Headquarters
- February 2<sup>nd</sup> .....Kohler to announce Top 3 Chapters selected to execute their proposal
- April 1<sup>st</sup> .....All events to be completed and final results to be sent to Kohler
- April 9<sup>th</sup> .....Winners announced by Kohler at AMA National Convention

Failure to comply with this timeframe will result in disqualification.

## **Budgets**

The Top 3 Chapters, as selected by Kohler, to execute their Save Water America event in their collegiate community will be paid \$500 by Kohler to contribute to execute their Advertising, Public Relations, and Marketing Campaign elements to promote their event. Chapters may not use additional funding from Chapter Budget – but may incorporate in-kind donations from other partners in the event.

## **Entries**

Each team must submit two complete entries (these will not be returned). Proposal entries must be 8.5" x 11" size and will be accepted in PDF format. Hard-copy entries accepted, but not required, and may be bound no larger than 10.5" x 12."

### **Entries must contain the following:**

- **Title page** including your campaign title, school, adviser name, executive team, and names of your entire chapter.
- **Five-page summary** — A written outline of the team's proposal to execute a Save Water America event on its campus. The proposal will be evaluated based on three main points: Research, Marketing/Media Strategy, and Event Execution/Community Partnerships. The summary should give the judges a thorough view of how your chapter would execute the event if selected by Kohler. *Teams who provide a summary longer than five pages will be disqualified.*
- **Budget** – Your budget should outline how your chapter would spend the \$500 Budget provided by Kohler to promote your event to your target market and any additional funding your chapter would provide to support the event.

Teams are strongly encouraged to submit exhibits and appendices that validate the campaign strategy and support the summary in the proposal. Exhibits or appendices may include the following:

- Photographs of suggested location for event
- Information regarding community/campus partnerships suggested in proposal
- Samples of materials to use to promote event: Advertising, Public Relations, etc
- Campus Water Conservation/Sustainability efforts

The campaign should target the teams' campuses, and students do not need to explain how to use their campaign nationally. If the local program has a national component or a potential national implementation, it would not be considered better than a program focusing on local success. The quality of a program's research, planning, execution and evaluation are the essential judging criteria.

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## **JUDGING AND AWARDS**

### **Submitting Entries**

Two copies of each entry must be received at AMA Headquarters no later than **5 p.m. EST on January, 15<sup>th</sup>, 2010**. Entries received after January 15<sup>th</sup>, 2010 will not be accepted, regardless of the postmark date.

**Judging Process**

AMA Headquarters will verify that submitted entries follow all competition rules and then will forward compliant entries to Kohler to be judged by Kohler representatives and AMA judging members. Kohler will be evaluating all proposals and be responsible for selection of Top 3 Chapters.

**Judging Criteria**

Teams should submit their proposal for how they would execute a Save Water America event in their community. The proposal should discuss: research, Integrated Marketing/Communication Plan, and event execution/community tie-in.

Each proposal submitted will be evaluated on the following criteria:

Save Water America - Proposal Evaluation Criteria	
<b>Market Research</b>	<b>Points</b>
- Overview of Water issues in your college community	2
- Overview of your college efforts towards driving Water Conservation/Sustainability	8
<b>Integrated Marketing/Communication Plan*</b>	<b>Points</b>
- Target Markets identified to attend event to purchase Water Conserving products	20
- Public Relations plan to promote event in community and on campus	20
- Advertising/Marketing plan to promote event in community and on campus	20
- Strategy to drive consumers to SaveWaterAmerica.com/UniversityName	5
<b>Event Execution/Community Tie-in</b>	<b>Points</b>
- Details of event (i.e. Location, Time, Date, etc)	5
- Partnerships (i.e. Water Municipality, Non-Profit Organizations, Community, etc)	20
<b>TOTAL</b>	<b>100</b>
* All Integrated Marketing/Communication Plan initiatives should include quantifiable objectives/metrics	

The Top 3 Chapters selected to execute their event will be evaluated on the following criteria:

Save Water America - Event Execution Evaluation Criteria	
<b>Event Results</b>	<b>Points</b>
- Execution of Integrated Marketing/Communication Plan against objectives/metrics established in proposal	25
- Media impressions resulting from Public Relations plan promoting event in community/campus	25
- Target Market attendees at event	10
- Kohler Water Conserving Products Sold At Event	15
- Consumers driven to website: SaveWaterAmerica.com/UniversityName	10
- Partnerships (i.e. Water Municipality, Non-Profit Organizations, Community, etc)	20
<b>Brand Guidelines</b>	<b>Points</b>
- Execution of Advertising/PR campaign within Kohler Brand guidelines/brand image	10
- Professionalism of AMA chapter in working with Kohler, Community/Distributor Partner	10
<b>TOTAL</b>	<b>100</b>

## Awards

The top three chapter entries will be announced by AMA/Kohler on February 2<sup>nd</sup>, 2010. The “Top Chapter” will be announced during the AMA Awards Ceremony at the 2010 National Conference. The chapter awards are as follows:

### Top Chapter

- \$10,000 worth of Kohler Water Conserving product to “green” an on campus building\*
- All expense paid trip to Kohler including roundtable with Kohler’s Marketing, Communications, and Sales Executive team for the 3 Members of the Chapter’s Executive Team and Academic Advisor as identified in initial proposal.
- Kohler High Efficiency Showerhead for each member of team who executed event

### 1<sup>st</sup> Runner Up

- \$7,500 worth of Kohler Water Conserving product to “green” an on campus building\*
- Kohler High Efficiency Showerhead for each member of team who executed event

### 2<sup>nd</sup> Runner Up

- \$5,000 worth of Kohler Water Conserving product to “green” an on campus building\*
- Kohler High Efficiency Showerhead for each member of team who executed event

### Honorable Mentions

- Kohler High Efficiency Showerhead for each member of team who executed event

\* The list of Kohler Water Conserving products eligible for the Top 3 Chapters to “green” a on campus building is provided on the AMA website.