

RULES AND QUALIFICATIONS FOR THE 2015 WATKINS ULTIMATE BACKYARD CHALLENGE

Any contractor or company (“Contestant”) participating in the Watkins Ultimate Backyard Challenge (“Contest”) agrees to abide by all of the following rules, with no exceptions.

Ultimate Backyard Challenge Rules

1. Contestant shall notify the owners of the property of the contestant’s intent to register the owners’ project for the Contest
2. Contestant shall provide a copy of the Rules and Qualifications to the owners of the property
3. Project site must be within a 50 mile radius of Watkins Concrete Block
4. Deadline to register a project is **June 5, 2015** at 5:00 p.m. (“the Registration Deadline”).
5. The following must be submitted by the Registration Deadline
 - a. Non-refundable (except in the case of Contest cancellation) registration fee of \$1500.00 paid to Watkins
 - b. Contestant Agreement completed in full and signed by an authorized representative of the Contestant
 - c. Homeowner Release and Agreement completed in full and signed by an owner of the property
 - d. Failure to include any of the foregoing will result in an incomplete registration and incomplete registrations will not be accepted
6. The Contestant Agreement and the Homeowner Release and Agreement allow access to the project for judging, photography and videography and allow for the use of said photography and videography in Watkins’ marketing media including, but not limited to, websites, television, newspapers, magazines, and brochures.
7. The Contest requires a minimum of 10 project registrations and allows a maximum of 15 project registrations. Complete registrations will be accepted in the order in which they are received.
8. If the minimum number of 10 completed Contestant registrations is not received by the Registration Deadline, the Contest will be cancelled and all registration fees will be returned.
9. Deadline to complete the registered project is **September 1, 2015** at 5:00 p.m. (the “Completion Deadline”)

10. Project Judging will be scheduled the week after the Completion Deadline. Independent Judges will score the projects on Use of Space, Creativity, Workmanship, Construction Details, Overall Appearance, and Qualification Compliance. The Contestant with the highest score will be declared the winner of the Contest.
11. Each Contestant that fulfills all the rules of the Contest will qualify for the following Contestant Benefits.
 - a. Contest Material Rebate: All products and materials purchased from Watkins and incorporated into the registered project will be eligible for a 10% rebate to be provided as an account credit after the Completion Deadline.
 - b. Discounts and complimentary products and/or services from participating vendors and sponsors
 - c. Professional photography of completed project
 - d. Company name and project promotion on Watkins Website, Watkins Photo Albums, Select Watkins Advertising, Watkins Showroom LCD
 - e. Invitation to the 2014 Ultimate Backyard Challenge Golf Event and Award Banquet
 - f. Eligibility to win contest. Award to be determined.
12. Disqualification: The registered project of a disqualified Contestant will not be judged. A disqualified Contestant will not receive a refund of their registration fee and will not receive any Contestant Benefits. The following conditions will disqualify a Contestant from the Contest.
 - a. Contestant Account that is not current and paid within terms, Net 30 Days from Invoice Date
 - b. Registered project not completed by the Completion Deadline
 - c. Claiming to purchase products eligible for the Contest Material Rebate but installing those products on a project not registered for the Contest.

Any Contestant participating in the Watkins Ultimate Backyard Challenge accepts all of the following project qualifications and understands that compliance with these qualifications will be part of the judging record and affect the overall score of the registered project.

Ultimate Backyard Challenge Qualifications

1. All products and materials utilized on a registered project will be purchased from Watkins if said products and materials are available through Watkins
2. Contestant will provide “before” pictures by the Completion Deadline
3. Contestant will provide a copy of the original design on site for reference during judging
4. Project will incorporate Retaining Walls and/or Freestanding Walls
5. Project will incorporate concrete pavers manufactured by Anchor Block Company, Belgard or County Materials. 100% of new paving to be pavers.
6. Pavers will be cleaned and sealed with products from Prosoco and/or Techniseal
7. Landscaping elements included in the project
8. Landscape lighting included in the project
9. Fire feature included in the project
10. Contestant employees will not be on site during judging nor will any contestant signage be on site during judging