

**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 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) Buddy Poppy display entries must be constructed using Buddy Poppies purchased through the VFW Store. Authorized styles include the legacy and tin tab poppies.

- (3) Departments are authorized one per category. The only displays that will be judged will be the displays provided on a list by Department to National Headquarters Programs office by 1 July 2026 with their completed entry form. Any displays brought to convention that are not on the list will not be judged.

- (4) The National Programs Staff will have no responsibility in setting up, taking down or returning displays. Power will only be provided for displays that have provided prior notice for need by 1 July 2026.
- over
- (5) Displays shall be set up in space provided in the convention facility. Prior to setting up the display, the responsible person must check in with the Buddy Poppy desk and verify contact information on their entry form. **(Please be advised, all displays must be removed by noon on Tuesday, July 28th, or it will be disposed of by convention center personnel.)**
- (6) 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.
- (7) 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.
- (8) NOTE: 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

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

NOTE

The Department Adjutant will notify the Programs office via email at mspencer@vfw.org, in writing, by **July 1, 2025** of the Posts/ Auxiliaries 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 Staff 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 5/8/26)