



## HOW TO ENTER

To enter, go to [helloraye.com/signup](https://helloraye.com/signup) and create a username & password. We suggest organizing your board information per the ENTRY DOCUMENTATION below. You will be able to save and go back to edit information prior to final submission. Only one entry per user account will be accepted. You will receive email confirmation upon entry submission.

## ENTRY REQUIREMENTS

Boards must be completed and submitted by **midnight, July 21, 2021** to be eligible for submission.

Do not include any information that could reveal your name or the name of your firm (if applicable) in the narrative or in any image uploaded to your board. On Board submissions should include:

1. URL of the board you are submitting
2. At least (1) group/ maximum of (5) groups
3. Minimum of (5) products
4. Board narrative

## ENTRY DOCUMENTATION

- A. Board Narrative: Your 100 word max description should include an overview of your board story, including your organization and curation strategy and how the products added to your board and groups support your concept.

\*Please double check that all entry information complies with these requirements prior to your final submission. Project narrative, and other details of the

entry will be kept confidential and shared only for the judging process. However, by submitting, you accept that Hello Raye has full rights to share your board for marketing purposes including on any social media platform, or other marketing campaign for the purpose of promoting the board functionality.

## NOTES & DISCLAIMERS

Judging will take place by Interior Design Industry Professionals consulting for Hello Raye. The total score will be based on 50% **creativity** (visually dynamic; Use of diverse product types that are visually appealing together), 25% **functionality** (grouping of products makes sense and is relatable to the overall organization), and 25% on quality of **narrative** (narrative explaining the organization of your board; why you chose the products).

Winning entries will be made public via social media and/or email campaigns.

Awards will be given based on the discretion of the judges.

\*Reminder, do not include any information that could reveal your name or the name of your firm in the narrative or in any external images. This includes but is not limited to elements within the photographed spaces, title blocks, file names, ect. It could also be grounds for elimination.

Only one entry per user account will be accepted. Boards must be submitted by an individual user. Hello Raye reserves the right to eliminate any entries that do not meet the minimum submission requirements.

## FOR QUESTIONS

Please contact [partnerships@helloraye.com](mailto:partnerships@helloraye.com)