DRAFT GUIDE - NOT OFFICIAL CONTEST RULES

Build something worth sharing.

Create, publish and measure your own Black Friday campaign for a chance to win $1,000 CAD in Randmar credit.

Registration is open. Follow the pinned Academy Telegram entry instructions and wait for moderator acknowledgment. Joining Telegram or using a template does not register an entry.

Campaign calendar

All times are Montreal / Eastern Time (America/Montreal). November and December deadlines use EST.

19 October 2026 - Contest launch
Start of eligible campaign activity. Registration is open.

19 October - 30 November 2026 - Create, publish & log
Build your campaign, publish original content and keep a dated Friday activity log.

27-30 November 2026 - BFCM weekend
The verified sales and results window. Keep platform-neutral, redacted evidence.

30 November 2026, 11:59 p.m. - Participation closes
The cutoff for eligible content and campaign activity.

2 December 2026, 11:59 p.m. - Final proof deadline
Time to gather settled analytics and verification evidence.

3-4 December 2026 - Dual review
Eligibility and evidence checks, independent human reviews and point calculations.

5-6 December 2026 - Finalist verification & ties
Verify finalists and apply the published tie-break cascade before winner confirmation. Finalists requiring deeper order verification must email private order exports to service@randmar.io. Never post unredacted buyer information in Telegram.

7 December 2026, noon EST - Winner announcement
Winner announced in the official Randmar Academy Telegram group after verification and confirmation. Prize credit is issued within five business days of the winner announcement and expires October 31, 2027.

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Five steps, from idea to evidence

1. Prepare & register

Registration is open. Read the rules and post an entry message in the official Randmar Academy Telegram group using the pinned format: business name, Partner display name or non-sensitive identifier, nominated representative, public profile link and confirmation of the published official rules. Moderator acknowledgment is required. Joining the group alone does not register your business. Never post Partner credentials or confidential account details.

2. Create your campaign

Use Academy resources to make one original campaign asset. A 9:16 vertical video is recommended; check the pinned instructions for eligible formats and channels.

3. Publish consistently

Publish original, relevant public content during the campaign window. Keep dated links and retain access to each post through verification.

4. Share your proof

Post a dated activity log every Friday in Telegram. Use redacted performance snapshots and submit final BFCM evidence by 2 December 2026 at 23:59 EST. A final catch-up mechanism will cover missed logs where activity is otherwise verifiable.

5. Review & results

Randmar verifies eligibility, evidence and point calculations using a standardized worksheet. Score review and tie resolution happen before winner confirmation and announcement.

Consistency counts the most - 100 points

The allocation is 20 / 50 / 30. Use the scoring bands below and retain supporting evidence. Remaining policies and scoring edge cases are listed under Still being confirmed.

Creative & Brand Execution - 20 points

An original campaign. A clear message. A brand your audience recognizes.

10 participation points for one original Academy-guided campaign video or asset, published on an eligible channel. Provide an accessible public link and verification that the partner owns the publication.

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Up to 10 quality points: assess message clarity (0-4), brand accuracy (0-4), creative execution (0-4), and call-to-action / suitability to audience (0-3). Scale the combined rubric score out of 15 to 10 points: rubric score ÷ 15 × 10.

At least two human reviewers score independently, record their rationale and resolve major discrepancies. AI may assist; it cannot provide unreviewed official scores. There is no AI-score entry gate.

Organic Consistency & Engagement - 50 points

Show up with original content. Build authentic engagement.

Up to 30 consistency points: one point per distinct America/Montreal calendar date with a qualifying original, relevant public post during the campaign. Multiple posts on the same day earn no extra daily points. Posts must remain accessible through verification.

Up to 20 performance points: engagement rate (ER) = (likes + comments + shares + saves) ÷ (views or reach) × 100. Use the unweighted average of the top three campaign posts published from 19 October to 30 November 2026.

At least 500 cumulative organic views across submitted campaign posts are required for engagement tiers 2-5. Below that minimum, engagement points are capped at 4.

Declare boosted posts and use organic-only analytics. If paid and organic results cannot be separated, multiply that post's ER by 0.5 before averaging.

Purchased followers, engagement pods, fabricated impressions, automated spam and repeated re-uploads without meaningful original contribution earn no reward.

Engagement rate · up to 20 points

Tier	Average ER	Qualification	Points
1	< 1.00% (or < 500 total views)	Minimum valid campaign participation	4
2	1.00-2.49%	>= 500 cumulative organic views	8
3	2.50-4.49%	>= 500 cumulative organic views	12
4	4.50-6.99%	>= 500 cumulative organic views	16
5	>= 7.00%	>= 500 cumulative organic views	20

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BFCM Campaign Results - 30 points

Document your results. Show progress against a fair baseline.

Up to 15 verified-outcome points: use the higher tier reached by net merchandise sales in CAD or verified order count. Net merchandise sales = gross sales - discounts - returns - cancellations - shipping - taxes.

Eligible orders check out from 27 November 2026 at 00:00 EST through 30 November 2026 at 23:59 EST and are settled and non-cancelled by the 2 December export.

Up to 15 improvement points: compare BFCM with the average of four Friday-Monday baseline weekends: 2-5, 9-12, 16-19 and 23-26 October 2026. The baseline floor is $500 CAD in sales or 5 orders.

Sales growth (%) = (BFCM sales - max(average baseline sales, 500)) ÷ max(average baseline sales, 500) × 100. Use the equivalent order-count comparison with a floor of 5 orders.

New stores with zero sales before 19 October use the baseline floor, or receive 9 improvement points with a store conversion rate of at least 1.5% and at least 10 verified BFCM orders.

Use redacted, platform-neutral analytics or business reports showing dates, totals and source system. Shopify, WooCommerce, other commerce platforms and equivalent documented sales records are subject to verification.

BFCM sales or orders · up to 15 points

Net sales (CAD)	Verified orders	Points
$250-$999	3-9	3
$1,000-$2,499	10-24	6
$2,500-$4,999	25-49	9
$5,000-$9,999	50-99	12
$10,000+	100+	15

Growth over baseline · up to 15 points

Growth	Example at $500 / 5-order floor	Points
+1.0-24.9%	$505-$624 net sales (or 6 orders)	3

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Growth	Example at $500 / 5-order floor	Points
+25.0-49.9%	$625-$749 net sales (or 7 orders)	6
+50.0-99.9%	$750-$999 net sales (or 8-9 orders)	9
+100.0-199.9%	$1,000-$1,499 net sales (or 10-14 orders)	12
>= +200.0%	>= $1,500 net sales (or 15+ orders)	15

Participation and verification

Eligibility & entry

One registered entry per eligible Randmar Partner account and business, with a nominated representative and moderator acknowledgment. Purchase is not assumed to be required. Check the pinned Telegram instructions for the latest eligibility restrictions.

Originality & quality

Work must be original, relevant and verifiable. A 9:16 vertical video is recommended. Candidate channels are Instagram Reels, TikTok, YouTube Shorts; these are subject to approval, along with any other public short-video platforms and eligible formats.

Evidence integrity

Only campaign-window activity earns points. Public posts must remain accessible through verification. No fabricated metrics, purchased engagement, spam or duplicated activity for extra daily points. Weekly logs and final redacted reports support manual verification.

Paid promotion & engagement

Declare boosted posts and use organic-only analytics. If paid and organic results cannot be separated, multiply that post's engagement rate by 0.5 before the top-three average. At least 500 cumulative organic views across submitted campaign posts are required for engagement tiers 2-5; below that minimum, the cap is 4 points.

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Human judging

Use the same standardized scoring worksheet for every eligible entry. At least two human reviewers independently score creative quality, retain their rationale and resolve major discrepancies. Review eligibility, evidence, point calculations and ties before declaring a winner.

Ties & score review

Compare higher Pillar 1, then Pillar 2, then a joint Creative Rubric review, then distinct publishing days across the full 43-day campaign window (19 October-30 November). Time-bounded score review and any tie remaining after this cascade still require confirmation. No winner is declared automatically at campaign close.

Prize conditions

One $1,000 CAD in Randmar Credit prize. The winner needs an active Randmar wholesale account. Credit applies to eligible merchandise and shipping on future orders, is non-transferable and has no cash value. Prize credit is issued within five business days of the winner announcement and expires October 31, 2027. Additional redemption limits and winner obligations remain pending. Winner verification precedes announcement.

Share evidence. Protect private details.

Group members can see Telegram posts. Share public content links and minimize or redact commercial reports. Never share Partner credentials, passwords or confidential account details. Do not include buyer names, personal addresses, order IDs or sensitive unit margins. Finalists requiring deeper order verification must email private order exports to service@randmar.io. Never post unredacted buyer information in Telegram. Do not post complete confidential reports in the group.

Still being confirmed

Registration is open. These details remain marked as pending; check the pinned Telegram instructions for updates. Confirmation dates have not yet been supplied.

1. Partner eligibility, geography, age and eligible business types; purchase is not assumed as an entry requirement.

2. Any additional credit exclusions, redemption limits and winner obligations.

3. Scoring edge cases: top-three ranking, fewer than three posts, views versus reach, rounding and values between published bands or below the minimum. Other missing-history cases require confirmation.

4. Eligible public platforms and creative formats, originality/IP rights, disclosures and acceptable AI assistance.

5. Moderation contacts for entry acknowledgment and general contest questions.

6. Friday-log catch-up instructions and late-evidence treatment.

7. Judge eligibility and conflicts, removed posts, withdrawals, disqualification, manipulation investigations and correction of administrative errors.

8. Time-bounded score review, winner confirmation and treatment of any tie that remains after the published cascade.

9. Canadian legal review, including skill-based requirements, taxes, publicity permissions and province-specific conditions.

Tools and questions

Creative prompt: randmar.io/prompts/brand-story-partner-pitch-video
Marketing Materials: randmar.io/playbook/marketing-materials
Academy community: t.me/RandmarAcademy
Questions: randmar.io/contact

Planning guide updated 1 November 2026. Consult the live page for current information. This document does not replace the final official rules.