



**Reser's**  
**"Good Times" Jingle Competition FAQ**  
**Updated 4/9/2025**

1. **What is the deadline to submit to the "Good Times" Jingle Competition?**
  - a. It's been extended! Groups told us they needed more time, and we listened. We've extended the deadlines for all groups.
  - b. Entries can be submitted beginning February 19, 2025, at 12:01 a.m. Eastern Time (ET) **through May 11, 2025, at 11:59 p.m.** Pacific Time (PT) ("Entry Period").
2. **Why is Reser's hosting this competition?**
  - a. Building upon four generations of commitment to family, fun and traditions, this competition is a celebratory musical tribute to all the Good Times we've shared over the last 75 years and the people who have helped build Reser's into what it is today.
3. **How many times can a group enter?**
  - a. A single group may submit up to 3 entries.
4. **I belong to a high school acapella group; am I eligible?**
  - a. Unfortunately, the Competition is open to only collegiate vocal groups that meet the following criteria:
    - i. Must be an official vocal group, choir, or class affiliated with a U.S. college or university.
    - ii. Must provide a valid 501(c)(3) organization number (U.S.-based only).  
*Note:* It can be your groups, or your school's number.
    - iii. Must be eligible to receive prizes through an approved 501(c)(3) organization. (your group or school)
    - iv. Participating group members must represent at least 55% of the total group members.
    - v. Employees, officers, and directors of Sponsor and its affiliates, along with their immediate family members and household members, are not eligible to participate. The Competition is void where prohibited by law.
5. **Is there a limit to how many people can be in a vocal group?**
  - a. No, there is no limit on the size of participating vocal groups.
6. **How do I know if our group is eligible to receive the cash prize?**
  - a. All registrants must be eligible to receive a gift/prize into an approved 501(c)(3) organization. (This can be your school's.)
7. **Where can I find the contest rules?**
  - a. Visit [here](#) for complete competition rules.
8. **Are instruments allowed when performing the jingle?**
  - a. No. The jingle must be performed fully in acapella style.
9. **Approximately how long should the jingle be?**
  - a. It is recommended the jingle be 30 seconds to one minute.
  - b. The jingle should not exceed 2 minutes.

10. **What format should we use to record the video?**
  - a. Participating groups must write and perform an original song in an acapella format (no instrumental accompaniment).
  - b. Registrants are encouraged to post on Instagram or TikTok announcing the participation using hashtag #GoodTimesJingle75, tagging @resersfinefoods.
11. **Where do I submit our video?**
  - a. Vocal groups are invited to submit original videos of the jingle to [www.resers.com/goodtimesjingle75](http://www.resers.com/goodtimesjingle75)
12. **Has Reser's ever had a jingle?**
  - a. It has been many years since we've had one, and we are excited to hear the creativity of participants and award their efforts.
13. **Who is judging the competition?**
  - a. A panel of judges will be appointed by Reser's, including Patricia Reser, a philanthropist and arts patron who serves as board chair of Reser's Fine Foods.
14. **When will winners be notified?**
  - a. Entries meeting all contest guidelines will be evaluated by a panel of judges appointed by Reser's between May 12, 2025, and June 9, 2025. Winners will be notified by June 12, 2025, and announced upon submission of required documentation.
15. **Will all winners be flown out to Beaverton, Oregon to perform?**
  - a. Only the grand prize-winning group may receive an *optional* invitation (including a travel stipend of up to \$20,000) to present the "Good Times" jingle in a live performance at The Reser- Patricia Reser Center for the Arts in Beaverton, Ore.
16. **I still have questions. Who can I contact?**
  - a. Please submit questions, along with your email and phone number directly to: [resers@havasformula.com](mailto:resers@havasformula.com) We will make every effort to get back to get back to you as quickly as possible.

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