



## The CASE Awards – JA Design Competition

### OFFICIAL CONTEST DESCRIPTION & GUIDELINES

A truly beautiful piece of jewelry combines nature's most splendid handiwork with the vision and artistic creativity of the designer and the skill and execution of the fabricating jeweler. Jewelers of America's national design competition – The CASE Awards – honors JA members who create pieces with the highest levels of **creativity, artistry, style** and **excellence** in jewelry design. To be recognized with a CASE Award, Jewelers of America members must express their individuality through the design and craftsmanship of unique jewelry pieces.

The competition offers recognition by the jewelry industry and consumer audiences with publicity throughout the contest via email marketing, website, social media platforms and the trade and consumer press.

Jewelers of America Retail Members and Supplier Members are eligible to enter the CASE Awards design competition.

#### Inside

**Winner Selection – Page 2**

**Awards & Recognition – Page 2**

**Methods of Entry – Page 3**

**Eligibility Requirements – Page 3**

**Entry Fees & Dates – Page 4**

**Legal Notice – Page 5**

## Winner Selection

Winners will be identified based on **Jewelry Industry Judging**.

### Jewelry Industry Judging: Jewelry Categories

A panel of jewelry experts will judge the entries based on the criteria listed below. **All pieces will be evaluated on the basis of:**

- Overall design (40%)
- Quality of manufacture (30%)
- Marketability (20%)
- Originality (10%)

Entrants will select from the categories below that best match their entry. All pricing structures are based on suggested retail value.

- Retail Members: Jewelry up to \$5,000 retail value
- Supplier Members: Jewelry up to \$5,000 retail value
- Retail Members: Jewelry \$5,001 to \$10,000 retail value
- Supplier Members: Jewelry \$5,001 to \$10,000 retail value
- Retail Members: Jewelry \$10,001 to \$20,000 retail value
- Supplier Members: Jewelry \$10,001 to \$20,000 retail value
- Retail Members: Jewelry \$20,001 to \$75,000 retail value
- Supplier Members: Jewelry \$20,001 to \$75,000 retail value

## Awards & Recognition

- Jewelers of America will award a maximum of ten CASE Awards: One winner in each category as identified by the Jewelry Industry Judging Panel AND two award categories for “Best in Show” – one for retailers, and one for suppliers
- In the event of a tie by the Jewelry Industry Judges, judges will re-evaluate entries involved in the tie according to the Judging Criteria until the tie is broken.

### Winners for each category will receive:

- A customized CASE Awards trophy or plaque from Jewelers of America
- CASE Awards Winner graphics to be used in marketing and promotion
- Winners will receive national promotion by Jewelers of America and National Jeweler, featuring photos and descriptions of winning pieces.
- Promotion on Jewelers of America’s website, [www.jewelers.org](http://www.jewelers.org)
- Custom press release distributed to winner’s local media by JA

*\*\*Placement of press releases is at the sole discretion of individual editors and media outlets. Jewelers of America cannot guarantee that press releases will be published.*

## Methods of Entry

### State and Regional Jewelry Association Winners' Entry

- Winners from state and regional jewelry associations will receive automatic entry into final judging of The CASE Awards. The individual entrant must meet all eligibility and procedural requirements outlined in this document.
- Jewelers of America will accept one first-place winner from each competition category of eligible state or regional jewelry association competitions.

### General Entry (formerly "at-large" entries)

- Members of Jewelers of America who do not participate in state and regional jewelry association design competitions, \* may submit as a general entry.
- General entries will be accepted in the order entry forms are received, after any eligible State & Regional Partner competition winners, until the maximum is reached.

\*Members of Jewelers of America are strongly encouraged to support state and regional jewelry associations by participating in their design competitions. Participation in such competitions strengthens the value of state and regional events and further enhances the reputation and visibility of each participant.

## Eligibility

- The CASE Awards competition is open to all members, both retailers and suppliers, of Jewelers of America. Individuals submitting entries must be employed by a JA Member company, and the entry form must be received prior to the final entry deadline.
- Entrants must be legal residents of the fifty (50) United States and District of Columbia, and at least eighteen (18) years old as of date of entry.
- **New this year:** Multiple entries per category per designer are permitted.
- Entries will be placed into their respective categories as determined by entrant
- All entries must be designed, produced and completed no more than 12 months prior to the final submission date of the national competition, or no more than 12 months prior to winning a state or regional jewelry association design competition.
- Pieces must be original designs by the person (or persons) whose name appears in the "Designer Name(s)" section of the entry form. The judging panel has the right to disqualify any entries that are deemed to not fit within the guidelines.
- Pieces created by more than one designer are allowed, if all persons contributing to the creation of the piece are listed on the entry form.
- Entrants should fully describe all materials used in the final construction of the entry piece, including all metals, gem materials and/or alternative materials.
- Pieces entered as a result of winning state or regional jewelry design competitions must be submitted to the national competition in exactly the same form as when they won the state or regional competition. Pieces altered in any way will not be accepted.
- Full details of all previous competition participation must be disclosed in the appropriate section on the entry form.

- A chain must be included with all pendant entries.
- Stackable pieces, such as stackable rings or bracelets, may be submitted as one entry.
- The submitted piece must be presented exactly as it is sold—as a single, complete item. For example, if a ring is available with a ruby, sapphire, or emerald center stone, you must select and submit just one version.
- An entire collection cannot be submitted – only one complete piece may be submitted for each entry
- Jewelry suites or sets (example: necklace and ring sets) will be accepted individually, requiring a separate entry fee per piece
- Jewelers of America reserves the right to re-assign an entrant's selected design category if another category is deemed more appropriate based on the characteristics of the piece submitted.
- Winning a prize is contingent upon fulfilling all requirements included in these guidelines. Void where prohibited by law.
- In support of Jewelers of America's Code of Professional Practices, all entrants are required to follow all applicable laws, including the Federal Trade Commission (FTC) Guidelines for quality and trademark stamping. Further, entrants must disclose on the entry form all applicable enhancement and treatment information for any gemstones used in their designs.
- Jewelers of America employees and their immediate family (mother, father, brothers, sisters, sons, daughters and spouse, regardless of where they reside) and household members of each such employee, whether related, are not eligible to participate.

**Jewelers of America and competition judges reserve the right to disqualify any piece that does not meet the standards and criteria as described in the competition guidelines and on the official competition entry form.**

## Entry Fee

Once entry form and entry fee are collected, Jewelers of America will send notification that the entry is confirmed. Entry fees are not refundable or transferrable.

- Entry fee: \$95.00
- State and regional jewelry association competition winner entry fee: One free entry per store, \$60.00 each additional entry.

## Deadlines & Timeline

- **Entry deadline, June 16, 2025 :** Entry forms and fees must be received no later than 5pm EST on June 16, 2025.
- **Virtual pre-judging period:** June 25 – July 11, 2025.
- **Selected finalists will be notified on July 15, 2025**
- **Finalists ONLY will need to send their jewelry for final judging:** The virtual pre-judging round will identify top finalists in each category.
- **Selected finalists' jewelry submissions due to JA office by July 23, 2025:** Jewelry must arrive at the JA office in New York by 4pm EST on July 23, 2025. No jewelry will be accepted after this time period.

- **Jewelry Industry Judging in-person, week of July 28, 2025:** All pieces judged by industry experts.
- **Winners notified by July 31, 2025:** Winners will be notified via email by this date.
- **All pieces returned by August 1, 2025:** See “Shipping & Security” below.

## Shipping & Security

Following a virtual judging period, finalists will be notified (on July 15<sup>th</sup>) if they have made it to the second in-person round of judging. Finalists **ONLY** are required to ship their product for arrival at Jewelers of America’s offices by July 23rd. **Do not ship your physical product to JA’s offices unless you are specifically told to do so on July 15, 2025.**

Individual entrants are responsible for insuring all pieces that are shipped to Jewelers of America and verifying that pieces arrive prior to the competition deadline. Jewelers of America will return all pieces no later than August 1, 2025.

Entrants are responsible for including shipping labels for return on July 30, 2025. All pieces should ship fully insured for the stated wholesale “cost of goods” dollar amount on the official competition entry form.

If an entry is found to have damage upon receipt, the entry will be shipped back to the entrant. Jewelers of America is not responsible for entries that are damaged during the shipping process. If this occurs, please contact your shipper about their damage policy.

Jewelers of America assumes all responsibility for the safety and security of each entry once it is received at our headquarters. Jewelers of America’s total financial responsibility is limited to the stated wholesale “cost of goods” dollar amount on the official entry form. Pieces will be secured in a vault while in Jewelers of America’s offices.

All shipments must be sent to the following address:

JOA  
CASE Awards: Lauren DuBritz  
120 Broadway, Suite 2820  
New York, NY 10271  
646-658-5819

## Legal Notice

By accepting a prize, where permitted by law, all winners grant to Jewelers of America (Sponsor), its respective parents, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor’s request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the winner’s full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR, ITS RESPECTIVE PARENTS, AFFILIATES,

SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS, SUPPLIERS, PRIZE PROVIDERS AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS CONTEST OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES.

By participating, entrants release and agree to hold harmless the Sponsor, its respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize providers and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this competition or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Sponsor is not responsible for incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the competition, or by any technical or human error, which may occur in the processing of the competition entries. Sponsor is not responsible for interrupted or unavailable network server or other connections, miscommunications, failed telephone or computer transmissions or jumbled, scrambled or misdirected entries or transmissions, or for phone, electrical, network, computer hardware or software or program malfunctions, failures or difficulties or for other errors, omissions, interruptions, or deletions of any kind whether human, mechanical or electronic or for any damage to any person's computer related to participating in the competition. Any personally identifiable information collected during an entrant's participation in this competition will be collected by Jewelers of America and used by, its respective parents, its affiliates, agents and marketers for purposes of the proper administration and fulfillment of the competition and for marketing purposes as described in these Official Rules, CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, JEWELERS OF AMERICA RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. Jewelers of America reserves the right, in its sole discretion, to modify, cancel or suspend this competition, and randomly award the prizes from among all eligible entries received as of such date should fraud, virus, bugs or other causes beyond the Jewelers of America's control corrupt the administration, fairness, proper play or security of the competition. Jewelers of America reserves the right, at its sole discretion, to disqualify any individual (and all of his/her competition entries) who tampers with the entry process. This competition is subject to all applicable federal, state and local laws and regulations. The interpretation of these Official Rules shall be governed by the laws of the New York. Any and all disputes will be individually resolved, without resort to class action, in the appropriate courts in New York exclusively, and subject to the laws of New York. Should there be a conflict between the laws of New York and any other laws, the conflict will be resolved in favor of the laws of New York. All federal, state and local laws and regulations apply. Winner acknowledges that Sponsor has neither made nor is in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the prize.