



FUNKAWAY™

# FRAT CHALLENGE



## RULES & GUIDELINES

## WHAT

Film yourself and your brothers freshening up your frat with FunkAway in preparation for Mom's Weekend for a chance to win \$1,000!

## WHO

YOU, DUMMY!

## WHY

Because you love your mom...and money.

## WHEN

March 20th – April 17th

## WHERE

University of Illinois

# THE FUNKIN' RULES

1

Your content must be in video format that is a minimum of 10 seconds long.

2

Videos must follow product instructions outlined within the FunkAway guidelines.

3

Videos must promote our products and their usage when cleaning up your chapter house before Mom's Weekend.

4

Content must be emailed to [fratchallenge@funkaway.com](mailto:fratchallenge@funkaway.com) to qualify for the initial \$200 Visa gift card.

5

Content must be posted to either your chapter's social media accounts or an active member's social media accounts (Instragam and/or TikTok) to receive an additional \$50 gift card and to qualify for the \$1,000 + custom cooler grand prize.

6

Content must be free of drug paraphernalia, inappropriate language, and/or content promoting bigotry, racism, or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.

7

If posting to social, a follow up email must be sent letting us know the handle of where to find the video.

8

When posting, participants must tag [@officialfunkaway](#) and use the hashtag [#funkawayfratchallenge](#)

9

Content must be posted by 11:59pm on April 17th to qualify for the grand prize.

10

Winner will be announced on April 24th.

## PRODUCT USAGE VIDEO GUIDELINES

*\*Please refer to this information before shooting content. All guidelines must be met in order to qualify for the grand prize.\**

**In the box, you receive the following products:**

### BEADS

- Remove lid, take off film from cap, place anywhere that needs odor elimination (bathrooms, bedrooms, kitchen, mud rooms, office space, etc.)
- **DO NOT** touch beads or remove them from packaging in anyway



### 420 SPRAY

- **DO NOT** show any paraphernalia or smoke images within content
- Spray the air after a smoke session (without actually showing smoke or paraphernalia)
- **DO NOT** use on clothing or other items (only in the air)



### LAUNDRY BOOSTER

- Add 1 cap for regular loads and 2 for extra funky laundry
- Run on soak if applicable



### BIG JOBS

- For larger items that can't be put in the wash (furniture, garbage cans, sports gear, etc.)
- Product works best when item is saturated with spray. Spray product evenly across the item for minimum ~5s. If spray starts to look foamy on items, wipe with paper towel before reshooting



### SMOKE ODOR ELIMINATOR

- **DO NOT** show any paraphernalia or smoke images within content.
- Spray item or air for minimum of 3s
- Use for smaller items that can't be put in the wash



## ■ BRAND OVERVIEW

We welcome you to the FunkAway family! FunkAway is the extreme odor eliminator for your home, shoes, clothes and sports gear. Unlike flowery sprays that just cover up odors, FunkAway eliminates them with its exclusive OM Complex™ that attacks funky odors at the source. FunkAway has a solution for anything that stinks, including powerful sprays for gear you can't put in the wash, a Smoke Odor Eliminator and Supercharged Odor Eliminating Beads that work where others fail.

## ■ REFERENCES

Check out some of the great influencers we've worked with:

[Brandon Pleshek](#)

[BiggieClean](#)

[Chelssie Memmel](#)

[Melissa Metrano](#)

## ■ EXAMPLE COPY LANGUAGE

We offer you the following language as effective and meaningful copy points:

- FunkAway doesn't just cover up odors – it eliminates them!
- FunkAway is an extreme odor eliminator for clothes, sports gear, and more!
- FunkAway attacks the nasty smell of sweat created by hard work and play.
- While other products use fragrances to "cover-up" odors, FunkAway eliminates them using a unique OM Complex™.
- OM Complex™ attacks odors on a molecular level, encasing it and eliminating the bad smells.
- FunkAway comes in a variety of forms. Spray, aerosol, beads and smoke products are designed to fight odors wherever they may be.
- FunkAway is guaranteed to work!
- FunkAway is Made in the USA.
- FunkAway is great for removing odors for things you can't put in the wash.
- FunkAway smoke works on all types of smoke odor: tobacco, cannabis, cigar, etc.
- FunkAway laundry booster removes tricky trapped-in odors.
- FunkAway beads are supercharged with our unique OM Complex™ and remove odors from the air where others have failed.
- FunkAway makes stuff you thought you had to throw away smell like new again
- FunkAway helps you LIVE FUNK FREE!

## ■ IMPORTANT DO's & DONT's

Here are some helpful ideas to help us maximize our success! So, please...

- |   |   |
|---|---|
| ○ Do follow the FTC guidelines. If you'd like to see their guidelines, please look <a href="#">here</a> | ✗ <b>Don't</b> compare FunkAway to any competitors (Febreze, Arm & Hammer etc.)   |
| ○ Do help us educate good product usage: <i>Refer to details below</i>                                  | ✗ <b>Don't</b> include pictures/references to flowers. We are not like the flowery sprays that our competitors use to cover up odors. |
| ○ Do include images of the product in use or surrounded by items that create odor.                      | ✗ <b>Don't</b> use "non-toxic"  |
| ○ Talk about how and where you use the product  | ✗ <b>Avoid</b> shaming people   |