



Automotive Service Councils of California
Professionals in Automotive Service ~ Since 1940

Contest 2025

ASCCA Member Challenge!

Growing Together for a Stronger Future – Snap & Share the ASCCA Spirit

Snap & Share the ASCCA Spirit

Premise: Participants share photos that capture their efforts to promote ASCCA and our Spirit of camaraderie and unity among our Members.

How It Works ~ NO LIMITS ON PARTICIPATION ~ Members may participate MULTIPLE times!!!!

- Participants take photos of themselves with non-member shop owners sharing ASCCA materials (brochures, flyers, etc.), or at events where they are promoting ASCCA with other members and nonmembers are also invited (Chapter meetings, trainings, state meetings, or other activities). ASCCA Members getting together to do a shop visit to a nonmember shop would also be a great picture! Honoring an ASCCA Member for their service to the industry and ASCCA is another one. We want to see photos that show our spirit of comradery with each other and unity of automotive professionals.
 - **Photos must be emailed to info@ascca.com or texted to (916) 318-0455 or uploaded via the Google form (<https://forms.gle/BjC5be4hgChtD7FF9>)** ~ include a brief caption, too, like: “Talking to Joe's Auto in San Jose about ASCCA!” or “Chapter COR Rep sharing report at Chapter meeting at XX Restaurant—Keeping Members Enthusiastic!”. Include the name of the submitter, date taken, the names of the people in the photo, the name of the member/nonmember shop, location, their phone number/email if a nonmember.
 - **Each photo counts toward individual overall points, with bonus points for creativity, engagement, or unique showcasing of the ASCCA branding or the spirit of ASCCA.** Show a copy of a check or a completed application for a new membership in the photo and even more bonus points will be awarded!
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Timeline

- **May 29-June 1:** update website, set up initial email for June 2 @ 7:00 a.m. release
 - **June 9:** Launch of contest
 - **October 31:** Contest closes at 11:59 PM on October 31, 2025. All texts and emails must be dated as being sent before that date/time to the staff email or phone number
 - **November 15:** Winners are announced at the November 2025 Team Weekend, November 14-16, 2025, in Sacramento, CA. Cash prizes will also be awarded at that time.
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Participation

- **ASCCA members compete individually within one of the contest categories.** Chapters are asked to encourage “friendly” competition among Chapter members—the more photos we receive, the better it is for the organization!
- All members may participate in this contest.

- **Regular members** will participate based on their assignment to one of the three contest regions, *based on geographic location and not Chapter affiliation*.
- **Corporate Partners, State Sponsors, Associate Members, and Branch Members** will compete against the entire pool of this type of ASCCA supporter. Judges will select the top winner in this category as with the Regular member category. Special bonus points will be awarded for photos from these submitters who capture them sharing ASCCA with nonmember clients of theirs who would make great ASCCA Members, participating in ATC 2025 as an exhibitor, promoting ASCCA in their own marketing materials, on their website, in their emails, or in other ways to promote ASCCA to potential new members and the general motoring public.
- **Educator members** will compete against other educators only. Additional bonus points will be awarded for photos of educator members enrolling students technicians as ASCCA Members, having the local Chapter visit your school or classroom, enrolling other autotech teachers and CAT members throughout the State in ASCCA with our free membership opportunity for educators. Educator, Honorary & Retired Members are the only categories of membership that may submit a photo from any period or date in the ***Blast From The Past*** category—the best photo from their archives! Special bonus points will be awarded for any photos taken before 2000 or of the ASC-ettes, the origination of what we know today as the ASCEF.
- **Honorary Lifetime and Retired Members** will compete against only each other. Special recognition will be given separately for this category of ASCCA Member. Educator, Honorary & Retired Members are the only categories of membership that may submit a photo from any period or date in the ***Blast From The Past*** category—the best photo from their archives! Special bonus points will be awarded for any photos taken before 2000 or of the ASC-ettes, the origination of what we know today as the ASCEF.
- **The contest runs from June 2, 2025 to October 31, 2025**, and any photo taken during 2025 is eligible for submission to the contest (except for the ***Blast From The Past*** category, which can include any photo from any date since our founding). By submitting, you agree to let ASCCA feature your photos in social media, newsletters, our website, and promotional materials—showcasing the value and strength of our Association!

Thank you Email

The email below is sent by staff to each participant each time photos are submitted for the contest and logged in the Google photo tracking document referenced below.

Thank you for participating in the 2025 Member Challenge: Growing Together for a Stronger Future – Snap & Share the ASCCA Spirit!

We have received your submission. It will be reviewed by the Judges and counted toward both the regional and the statewide contest scores. Depending on your relationship with ASCCA, your photo will be included in one of the following categories:

- Regular Members by location of North, South, or Central California
- Associate & Branch Members
- Educator Members
- Retired & Honorary Lifetime Members

Thank you for participating!!

Google Online Responder Form

Google form for participants to use when submitting photos online: <https://forms.gle/BjC5be4hgChtD7FF9>

Photos may also be emailed to info@ascca.com or texted to (916) 318-0455.

Photo Scoring

- **1 Point per Photo**

Each submitted photo counts toward both the regional and statewide contest scores.

Totals will be tracked by individual, category, and region.

Current regular members have been separated into regions and the list is at the end of this document for staff use only. The 3 regions are close in number of participants.

Members in other membership categories of educator, retired, honorary, associate, and corporate partners and State sponsors are categorized separately from regular members and will only compete with others within their same membership type or relationship with ASCCA.

- **Bonus Points (multipliers and extra points; judges may award at their discretion)**

Awarded for photos that:

- **Show participants with ASCCA-branded materials** printed and held in their hands, on a baseball cap, a shirt, or anyway that shows the ASCCA logo clearly...5 times multiplier and double points: 1 point per photo X 5 X 2 = 10 points!
- **Extra bonus points for including non-member shop owners** who are at a Chapter or State event, who are giving their check or otherwise enrolling in ASCCA as a member, or any other way in which they are supporting ASCCA...10 multiplier and triple points: 1 point per photo X 10 multiplier X 3 for triple points = 30 points!
Nonmember contact information must be provided for these extra points.
- **Highlight outreach and member retention efforts** such as a shop tour and photos of attendees with the ASCCA sign included at a meeting in progress with groups of attendees present during promotion of ASCCA State activities, COR updates, or legislative or other ASCCA State updates...10 times and double multiplier: 1 point per photo X 10 multiplier X 2 double multiplier = 20 points.
- **Uniqueness and individuality points** may also be awarded by judges at their discretion.

Judging

- The Membership Committee will review and judge all photographs for appropriateness for representation of the ASCCA brand and core values of ASCCA.
 - This contest is intended to create a fun, competitive nature to submission of photographs of ASCCA Members enjoying their time together, whether at an event or anywhere.
 - No photos will be posted in any email or any other materials outside of the Membership Committee until personally reviewed by the judges to ensure adherence, including background “noise” in photographs, misuse of the brand, or inappropriate behavior in the photograph that would not be deemed a G-movie rating; since these could potentially be public facing all photos must be “all ages” appropriate.
 - Special attention will be paid and appropriate additional points may be awarded for additional creativity and uniqueness of the photograph, the setting, or other elements.
 - Photographs are submitted with the understanding by the submitter that ASCCA will use these photographs for promotional purposes, in emails, on the ASCCA.com website, in social media posts, or in other ways to show the spirit of comradery at ASCCA and our real members enjoying each other’s company at ASCCA activities.

- The ruling of the judges and the Membership Committee (with Board acceptance as well) is final and there is no appeal process by individuals submitting photographs.
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Awards

Special Photo Prize

The individual participant who submits the **most photos** by the end of the contest will win:

- **A \$200 Gift Card** and the title of "**ASCCA Outreach Champion.**"
- Their photos featured prominently in the ASCCA newsletter and on social media, with recognition for their dedication to growing ASCCA.

Best Photo Award

A panel of ASCCA judges will select the **most creative or impactful photo** from all submissions. The winner receives:

- **A \$200 Gift Card** and the title of "**ASCCA Outreach Campaign Most Impactful Photo.**"
- Their photos featured prominently in the ASCCA newsletter and on social media, with recognition for their dedication to growing ASCCA.

Contest Region Awards

Special recognition 1st Place ribbons will be given to one of the three contest regions with the winner of the **Special Photo Prize and Best Photo Award and bragging rights for the Best in the State.** Additionally, the **Chapter of the each of the two winners will be given an award of \$50 each** for their respective Chapter general fund. If the winner does not have a local Chapter and is a State Member, then the funds will be awarded to the Chapter closest to them.

Other Awards

Nonmembers who convert to paid members during the contest period and who submit photos of them enrolling will be given a **"Welcome" bonus gift of a coupon for a discount of \$125 to their registration at the ATC**, in addition to the other promotional emails or social posts of their photo and also those other recognitions that new members automatically receive when joining.

Additional awards in the form of **promotional opportunities** to the ASCCA audience will be **awarded to Corporate Partners, State Sponsors, or Associate Members anywhere in California** who are selected as the winner in their category in the form of email promotion, sharing on Facebook/social channels, and in the e-newsletter. These promotional opportunities would be in addition to any they are already contracted for with ASCCA through other sponsorship or partner programs.

A similar promotion will occur for the **Educator, Honorary & Retired Members who are winners in their individual category of the Best Photo:** email promotion, sharing on Facebook/social channels, and in the e-newsletter.

Division of All Members into Categories

Membership Committee has divided the current membership into categories that will be applied throughout the State of California. This division creates a more even division of the State than the division by counties previously explored.

The members are divided up as portrayed in the map provided on the next page. Following the map is a list of all members divided by category:

1. Regular Members by location of North, South, or Central California
2. Associate & Branch Members
3. Educator Members
4. Retired & Honorary Lifetime Members

As new members join the organization between June 1-October 31, they will be assigned to a California region: north, central, or south, depending on their physical location within the State of California, and added to this list and the Google online tracking document.

