



The Bronco Build-Out Contest

Overview

The **Bronco Build-Out Contest** rewards one lucky Bronco owner who pre-orders a **Bestop eTop for the 2-Door Bronco** with a premium accessory package designed to elevate their open-air driving experience.

Participants enter by submitting a short video explaining their connection to Bestop, their Bronco story, and why they deserve to win.

Prize Package (Approx. Retail Value: \$1,942.92)

One (1) Grand Prize Winner will receive the following Bronco accessories:

1. **Ford XL Sport A-Pillar Light Kit**
Fits: 2021–2025 Bronco / 2022–2025 Bronco Raptor
SKU: 447753UP – \$503.95
2. **Front Seat Covers for 2021–2024 Ford Bronco**
SKU: B058-01 – \$629.99
3. **Tailgate Table – Ford Bronco (2021–2026)**
Part #760-CUST – \$209.00
4. **Bronco Fender Flares**
Part #4970001 – \$599.99

Promotion Timeline

- **Eligible Purchase Window:** 11/4/2025 – 4/30/2026
- **Final Entry Deadline:** 4/30/2025 at 11:59 PM MT
- **Winner Selection:** Within 14 days of contest close

How to Enter

1. **Pre-Order** a Bestop eTop for the 2-Door Bronco during the promotion window of 11/4/25 – 4/30/26
2. Visit the official contest landing page
3. Complete the entry form and upload a short video submission
4. Post the video on social media and tag **@etop.official** and **@bestopteam** (official accounts)
Limit one (1) entry per customer.

Submission Instructions

Participants must complete all of the following:

1. Fill out the official web form at the designated URL
2. Upload a **video submission (maximum 30 seconds)**
3. Agree to usage rights and contest terms
4. Upload/post the video on at least one personal social media account and tag Bestop and eTop

Video Submission Requirements

Required Video Prompts

1. Introduce Yourself

- Name, location, and Bronco model
- Must show yourself **and** your Bronco

2. Share Your Bestop Connection *(Answer at least one)*

- Why did you choose an eTop for your Bronco?
- What have you found that sets Bestop apart and influenced your decision to choose Bestop?

3. Make Your Case

- Why do you deserve to win this Bronco Build-Out upgrade?
 - How will the eTop change your everyday or off-road experience?
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Optional (Not Required) Creative Ideas

- What excites you most about the eTop?
 - Why did you want to pre-order early?
 - Your relationship with your Bronco or Bestop
 - Adventures planned after installation
 - Final shoutouts or personal sign-off
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Judging Criteria

Bronco Build-Out Contest – Simplified Judging Rubric

Total Possible Score: 25 Points

Each category scored from **1 (Does Not Meet Expectations)** to **5 (Fully Meets Expectations)**

- 1. Completeness of Required Prompts (1–5)**
- 2. Clarity of Storytelling (1–5)**
- 3. Authenticity & Personal Connection (1–5)**
- 4. Relevance to Bestop Themes (1–5)**
- 5. Creativity in Expression (1–5)**

Higher scores reflect clearer communication, stronger alignment with Bestop's open-air lifestyle, and higher UGC value.

Winner Notification & Prize Fulfillment

- Winner will be notified via email and/or phone
- Failure to respond within a specified timeframe may result in forfeiture
- Accessories will be shipped or coordinated through approved install partners