

National Wild Horse Adoption Awareness Photography Contest

1. **ELIGIBILITY:** these Official Rules govern The National Wild Horse Adoption Awareness (NWHAA) Photography Contest. The Contest is open to legal residents of the 50 United States and the District of Columbia in the following categories:

Professional: Adults 18 years of age or older who engage in professional photography and who receive remuneration for the sale of photographs to the public or private parties.

Amateur: Adults 18 years of age or older who engage in photography as a hobby and do not receive remuneration the sale of photographs to the public or private parties.

Youth: Youth age 17 and under as of January 1, 2010.

The following persons are not eligible to enter the Contest: (a) employees and officers of the National Wild Horse Adoption Awareness (b) officers, employees or agents of any organizations directly involved with this Contest; and (c) immediate family members (parent, child, sibling and spouse of each) and persons living in the same household as the persons identified in (a) and (b) above. Void where prohibited. NWHAA reserves the right, at any time, to verify eligibility requirements, in any manner it deems appropriate. All entries become the exclusive property of National Wild Horse Adoption Awareness.

2. **THE CONTEST PERIOD:** The Contest begins on March 1, 2010 at 12:00:01 a.m. Eastern Time (ET) and concludes on April 31, 2010 at 11:59:59 p.m. ET ("Contest Period"). Finalists will be announced on or about June 15, 2010 and the grand-prize winners will be announced on or about July 1, 2010.

3. **TO ENTER:** Visit nationalwildhorseadoptionday.com ("Web Site"), during the Contest Period, and click on the Contest icon, banner or text link(s) to access the Contest registration page. Follow the online instructions to register by providing your name, complete address, age, daytime phone number and email address. Digital photographs must be uploaded in high resolution at no less than 300 dpi. Photographs can also be mailed to: NWHAA Photography Contest, P.O. Box 26918, Fort Worth, Texas, 76126. Mailed photographs must include an 8 X 10 print along with a CD containing the digital image. Participants can be removed from the email communications at any time by following the online instructions. Opting to be removed from the email communications will not affect chances of winning.

4. **CONTEST ENTRY REQUIREMENTS:** Photographs must depict a wild horse with freemark showing that is either a free roaming wild horse or an adopted wild horse under the jurisdiction of the Bureau of Land Management or originating from the jurisdiction of the Bureau of Land Management prior to adoption.

Photographs must meet the following requirements:

- Entries must be submitted online as JPEG files in accordance with file upload instructions as detailed below:
- JPG in RGB or Grayscale format at 300 dpi

- No more than 720 pixels in length or height
- File size under 5 MB
- **No identifying text overlay or adjacent credit on contest entries**
- Title will not be considered in judging but will be displayed with winning images
- Images not adhering to size limitations will be auto resized by image uploading function.
- All submissions are final.
- Entries considered not complying with the rules and conditions of the contest or in the judging panel's discretion, inappropriate or offensive will be disqualified and removed from website and subsequent judging without refund to entrant.
- Black and White and Color accepted;
- Photographs may not be manipulated to change the appearance of the horse or its natural surroundings;
- Photographs may not defame, misrepresent or contain disparaging remarks about the Bureau of Land Management, the Humane Society of the United States, Wild Horses 4 Ever or the American Horse Protection Association, or their products, or other people, products or companies;
- Photographs may not contain trademarks, logos or trademarks owned by others, other than a freemark, or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Photographs may not contain copyrighted materials;
- Photographs may not contain the names or other indicia identifying any person, living or dead, other than entrant, without permission;
- Photographs may not communicate messages or images inconsistent with the positive images and/or goodwill to which NWHAA wishes to associate; and
- Photographs may not describe, and may not itself, be in violation of any law.

BY SUBMITTING AN ENTRY, ENTRANT ACKNOWLEDGES THAT HIS/HER ENTRY MAY BE POSTED ON NWHAA'S WEBSITE, AND /OR ANY OTHER WEBSITE OR PUBLICATION OF NWHAA IN NWHAA'S DISCRETION. NWHAA reserves the right to, and may or may not, monitor/screen Entries prior to posting them. By entering, you acknowledge that NWHAA has no obligation to use or post any Entry you submit. Submission of an Entry grants NWHAA, its agents an unlimited, worldwide, perpetual, license and right to publish, use, the Photographs in any way, in any and all media, without limitation, and without consideration to the entrant.

By submitting an Entry you warrant and represent that it: (a) is your original work, (b) has not been previously published, (c) has not received previous awards, (d) does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that you have obtained permission from a person whose name is used in the Entry and (f) and that publication of the Entry via various media including Web posting, will not infringe on the rights of any third party

rights. Any such entrant will indemnify and hold harmless, NWHAA from any claims to the contrary.

5. **CONTEST JUDGING:** A panel of qualified judges will select the top 10 entries in each category based on the following equally weighted criteria:

- **Impact:** Is there a strong first impression? Does the image hold your attention? Will it stand the test of time?
- **Technical/Artistic Expertise:** Includes composition, backgrounds, foregrounds, diagonal lines, the principle of thirds, attention to details, perspective, center of interest and how all of these support the picture as a whole.
- **Light and Color:** Includes use of color, light and shadows, contrast. How does the color and use of light in the photo enhance or detract from the image or set the mood?
- **Subject Matter:** Subject is of main importance; additional elements and background do not compete. Photographer demonstrates understanding of the subject. Clear identification as a wild horse by environment or freemark will be considered.
- **Creativity:** Originality, uniqueness, freshness of vision.
- **Suitability:** The photo is suitable for the class in which it is entered.

The top 10 entries in each category will be posted on the Contest Web Site. The Grand Prize winner will be selected from the ten finalist entries in each category by the judges and a committee within NWHAA, based on the same criteria stated above. All winners will be subject to verification and must meet all entry and eligibility requirements in order to be confirmed as winners.

By accepting a prize, the winner agrees that his/her Entry will be deemed a Work Made For Hire under the Copyright laws of the United States, but if it may not be so deemed, then the winner irrevocably assigns and transfers to NWHAA all of his/her right, title and interest in and to his/her Entry, including all but not limited to all copyright and trademark rights which he or she may have, in the United States and worldwide, therein, for consideration, the receipt and sufficiency of which is hereby acknowledged. Winner hereby waives in favor of NWHAA, all rights of "Droit Moral" or "Moral Rights of Authors" or any similar rights or principles of law that winner may now or later have to his/her Entry. NWHAA reserves the right to alter, change or modify any Entry, in its sole discretion. Upon request of NWHAA, winner shall execute and deliver such additional instrument of assignment, as may be solely deemed by NWHAA, reasonably necessary to establish the ownership of record of the right, title and interest in and to the Entry and of the copyrights transferred and "Moral Rights of Authors" waived under these Official Rules. Should NWHAA fail to request the said assignment as stated, that shall not be deemed a waiver of NWHAA's rights and NWHAA may at a later time request the assignment.

ENTRIES POSTED TO THE WEB SITE ARE THE VIEWS/OPINIONS OF THE INDIVIDUAL ENTRANT AND DO NOT REFLECT THE VIEWS OF NWHAA IN ANY MANNER. Any waiver of any obligation hereunder by NWHAA does not constitute a general waiver of any obligation to entrants.

By submitting an Entry, you agree that your submission is gratuitous and made without restriction, and will not place NWHAA under any obligation. You acknowledge that, by acceptance of your submission, NWHAA does not waive any rights to use similar or related ideas previously known to NWHAA, or developed by its employees, or obtained from sources other than you.

Ten (10) finalists will be notified by phone or e-mail on or about June 15, 2010. One Grand Prize winner will be notified on or about July 1, 2010

6. PRIZE DETAILS: Four to Five photographs will be selected from each category for use in a 14-month National Wild Horse Adoption Calendar to be produced for 2011. All finalists photographs will appear in the calendar on a single panel with the photographer's name, city and state and age, if appropriate.

Top Ten (10) finalists in each category will receive a 2011 National Wild Horse Adoption calendar along with a certificate indicating their achievement. (value \$20)

One (1) Grand Prize in each category: Professional \$250 cash, Amateur \$150 cash and Youth \$100 cash.

Winners must accept prize as specified.

7. CONDITIONS OF PARTICIPATION: By submitting an Entry, participants agree (a) to these Official Rules and the decisions of NWHAA which are final and binding, (b) that NWHAA, each of the Promotion Parties and their respective parent, subsidiary and affiliated companies, advertising and promotion agencies, and all of their respective officers, directors, employees, representatives and agents will have no liability whatsoever for, are released and shall be held harmless by participants against any liability for any injuries, losses or damages of any kind to persons, including death, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of any prize (including but not limited to any travel related thereto) or participation in this Contest or Contest-related activities or use of the Entry; and (c) except where legally prohibited, winner grants (and agrees to confirm that grant in writing) permission to NWHAA and those acting under NWHAA's authority the right to the use of his/her name, photograph, likeness, voice, image and biographical information and statements and the Entry for advertising, trade, publicity and promotional purposes without additional compensation, in all media now known or hereafter discovered, worldwide and on the Internet and World Wide Web, without notice, review or approval.

8. GENERAL PROVISIONS: NWHAA and its agencies are not responsible for receipt of entries, no matter what the reason even if known in advance, or other errors of any kind whether human, mechanical, electronic or network or the incorrect or inaccurate capture of Entry information or the failure to capture any such information. Persons who tamper with any aspect of the Contest, as solely determined by the NWHAA, or who attempt to participate with multiple email addresses or under multiple identities will be disqualified. Any use of robotic, automatic, macro, programmed or like entry methods will void all such entries and disqualify any entrant using such methods. Should any portion of the Contest be, in NWHAA's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of the NWHAA, corrupt or impair the administration, security, fairness or proper play, or submission of entries, NWHAA reserves the right at its sole discretion to suspend, modify or terminate the Contest. In case of dispute, the authorized subscriber of the email or cell phone account used to enter the Contest at the actual time of entry will be deemed to be the participant, and must comply with these Official Rules.

9. GOVERNING LAW: This Contest will be governed by and interpreted under the laws of the State of Texas without application of any conflicts of law rules. By entering, participants consent to jurisdiction in the state courts in Fort Worth, Texas, for the resolution of any disputes or claims, and waive venue or other objections that may be available.

11. WINNER'S LIST: A Complete list of finalists and grand-prize winners will be posted on the Contest Web Site through January 1, 2011.

13. NWHAA: Contact info: Julie Bryant 817.443.0686 or info@nationalwildhorseadoptionday.org.