

2015 Farm Bureau® Photo Contest Official Rules

The 2015 American Farm Bureau Federation/American Farm Bureau Foundation for Agriculture Photo Contest (the “Contest”) is governed by all terms and conditions listed below. If you choose to participate in the contest, you have agreed to these terms and conditions. The American Farm Bureau Federation (“AFBF”) and the American Farm Bureau Foundation for Agriculture (“AFBFA”) are together referred to herein as “AFBF/AFBFA” or “Sponsor.”

ELIGIBILITY:

The Contest is open to all state and county Farm Bureau members and employees over the age of 18 at the time of entry, including professional photographers. Employees of AFBF and its affiliated companies are not eligible. Contest judges, families and household members of contest judges are not eligible.

VOID where prohibited. AFBF/AFBFA reserves the right to reject and disqualify any images that are considered inappropriate.

CONTEST PERIOD:

The Contest begins at 12:00 am Eastern Time (ET) on May 15, 2015, and ends at 11:59 pm ET on **March 31, 2016** (the “Contest Period”). Late entries will not be accepted. The winners will be notified via email on April 15, 2016, and a list of winners will be posted at <http://photocontest.fb.org> at that time.

HOW TO ENTER:

No purchase necessary. To enter, visit <http://bit.ly/1Fvdaec> to fill out the submission form and attach your images. Each photo entry must be uploaded by 11:59 pm ET March 31, 2016. Photos will not be accepted if emailed or mailed.

SUBMISSION RULES:

- > The submitted photos must be the photographer’s original work, and the photos must have been taken in the United States.
- > Photos do not need to be taken within the contest timeframe to be eligible to win.
- > A contest entry form must be filled out in its entirety by each person entering the contest.
- > You must obtain a written release from any recognizable person in a submitted photo. The photo release on <http://photocontest.fb.org> must be returned to photocontest@fb.org or faxed to 202.314.5121 before the contest deadline.
- > Photo categories are: 1) Technology, 2) Farm Families, 3) Farm Labor, and 4) Consumer Outreach.
- > The photographer must select the category for his/her entry and indicate the category on the entry form.
- > An image may be entered in only one category, but participants may enter all categories using different images.
- > Participants may submit up to **three** entries per category. If you submit more than three entries in any category, we will consider only the first three photos received.
- > Please set your camera to 6 megapixels or higher for these photos. The more megapixels the better!
- > Photos with date stamps or photographer’s name on the photo will be disqualified.
- > No nudity.
- > All photos submitted for the contest must be in JPG format.
- > All guidelines for safe farm photos must be met (e.g., ROPS and seatbelts on tractors; no extra riders on ATVs, riding mowers or tractors; no children in proximity to large animals; and individuals wearing proper protective equipment). Full guidelines located at <http://bit.ly/1DTLp90>.

- > All photos should accurately reflect the subject matter and the scene as it appears. Photos that have been digitally altered beyond standard optimization (removal of dust, cropping, reasonable adjustments to exposure, color, and contrast, etc.) will not be chosen. Any images not meeting these specifications will be disqualified.
- > AFBF/AFBFA will at its sole discretion determine eligibility. AFBF/AFBFA reserves the right to reject and disqualify any images that are considered inappropriate.

OWNERSHIP OF PHOTOS; LICENSE:

Participants retain ownership of the copyright in any submitted photographs, and a photo credit will be given to the photographer in any use whenever practical.

By entering this contest, you represent that you have all rights to grant, and do hereby grant the American Farm Bureau Federation and its State Farm Bureau Affiliates, and the American Farm Bureau Foundation for Agriculture a royalty-free, worldwide, perpetual, non-exclusive license to use, publish, display, distribute, reproduce, edit, adapt and create derivative works of the submitted photograph, in whole or in part, in any media now known or hereafter discovered, including in use on websites, in publications and for promotional purposes, without compensation or prior notice to the participant, his or her successors or assigns, or any other entity. ENTERING A SUBMISSION IN THIS CONTEST CONSTITUTES PARTICIPANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE, AND TRANSFERENCE TO SPONSOR OF THE FOREGOING RIGHTS.

CATEGORIES:

Technology

Photos submitted in this category should show how farmers and ranchers use technology to help run their operations. Examples include:

- Images showing farmer(s)/rancher(s) using technology to operate equipment - (i.e., combine/tractor ag management systems inside the cab)
- Drone technology – images taken by a drone and images of farmer/rancher using drones
- Images of farmer/rancher using smartphones, tablets or laptops for ag management

Farm Families

Photos submitted in this category should represent the multiple generations on your farm or ranch. Be creative! Examples include:

- Images showing farm families in front of traditional farm scenes like the farm house or barn or fields
- Images showing generations working together, doing chores together
- Images showing older generations teaching younger family members

Farm Labor

Photos submitted in this category should show examples of farm labor including but not limited to:

- Harvesting crops
- Planting crops
- Working livestock
- Processing harvested crops into storage/shipping/transporting

Consumer Outreach

Photos submitted in this category should show farmers/ranchers interacting with consumers. The focus here should be on the farmer interacting with the customer. Close ups on the people are best. Other examples are:

- Farmers' markets (including produce shots with price signs - showing a variety of items, or specialty items like meats and cheeses)

- Volunteers presenting to classrooms
- Agritourism operations
- Consumer outreach at fairs
- Urban or community gardens sponsored by Farm Bureau

JUDGING:

A panel of judges selected by the Sponsor shall select the winners. The panel of judges will be composed of people with expertise in public relations, graphics, photography, agricultural literacy, and agricultural safety and health. Judging of the Contest will be based on: composition and arrangement, interest, presentation, safe practices on the farm, and image quality.

Contestants agree that the sole and final judgment as to all matters concerning the Contest and interpretation of contest rules are at the sole discretion of the American Farm Bureau Federation and the American Farm Bureau Foundation for Agriculture, and their officers and staff.

PRIZES:

Three photos will be selected from each of the four categories. The winners will receive a cash prize and be featured on our websites and social media.

1 st place:	\$150
2 nd place:	\$100
3 rd place:	\$75

This year we will also award three **Best in Show** prizes for the most dynamic photos submitted across all categories. Judges will select these top finishers from the winners from the three contest categories. Prizes will be awarded at the following amounts:

Best in Show:	\$400
First runner-up:	\$300
Second runner-up:	\$200

All winning photos will be featured on our websites and social media.

PRIVACY:

Participants agree that if their photo is selected as a winner, the participant's name and hometown may be used for promotional purposes. In addition, any use of a submitted photograph by Sponsor will be accompanied whenever practical by a photo credit with participant's name. Any other personal information submitted by contestants will be for internal use only and will not be shared with or sold to any other parties. Your contact information is required for notification purposes only.

DISCLAIMER AND INDEMNIFICATION:

By entering or participating in the Contest, Participants agree to be bound by these Official Rules.

Sponsor is not responsible for: (1) any incorrect or inaccurate information, whether caused by participants, or by any of the equipment or programming associated with or utilized in the Contest; (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software; (3) unauthorized human intervention in any part of the submission process or the Contest; or (4) technical or human error which may occur in the administration of the Contest or the processing of entries.

Further, if, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes which, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Contest, and select the winner for the Contest, from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor.

Participants, by participating in this Contest, hereby waive and release, and agree to defend, indemnify and hold harmless, Sponsor, and its respective parents, subsidiaries, affiliates, distributors, and all of their respective officers, directors, employees, representatives and agents, and their respective successors and assigns (the "Indemnified Parties"), from and against, any and all rights, claims and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, damage, whether direct, compensatory, incidental or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from: (1) their participation in the Contest ; (2) their acceptance, possession, use or misuse of the prize in the Contest; and/ or (3) the use of the photograph, including without limitation any claims relating to violations of intellectual property laws.

Participant also further acknowledges that the Indemnified Parties have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law relative to any prize or this Contest including but not limited to quality, condition or fitness for a particular purpose.