

Rose City Christmas Photo Contest

November 1, 2016 – January 2, 2017

1. **NO PURCHASE NECESSARY.** The “Rose City Christmas Photo Contest” (“Contest”) is sponsored by Visit Tyler, 315 N. Broadway Avenue, Tyler, TX. 75702. The Contest starts November 1, 2016 at 8am CST and ends January 2, 2017 at 5pm CST. Grand Prize Winner, First Runner-Up, and Best Amateur Photograph will be announced January 13, 2017. By entering, you agree to these Official Rules. Void where prohibited.
2. Qualified photographs are those that are taken November 2016 – January 2, 2017, include the contest hashtag #RoseCityChristmas16 (if entering on Instagram), and include people having fun at Tyler attractions and local businesses, or beautiful fall or wintry scenery. Tyler CVB reserves the right to disqualify any photographs that do not meet these criteria. *All photos must be submitted by 5pm CST January 2, 2017.*
3. Prizes: There will be up to three (3) overall winners chosen from photos submitted on Instagram using the hashtag #RoseCityChristmas16 or through entering the contest on Facebook. The winners will receive:

Grand Prize: \$100

First Runner-Up: \$75

Best Amateur Photograph: \$50

4. **How to enter:**
 - 1) Facebook: Upload photos via the contest link or the Facebook contest app. Your name and Email address are required.
 - 2) Instagram: To qualify as an official Instagram entry, you must
 - a) follow the @VisitTyler account,
 - b) use the #RoseCityChristmas16 hashtag in the Instagram caption.
 - c) include either people having fun at Tyler attractions and local businesses, or beautiful fall or wintry scenery
5. Entrants must be at least 18 years of age to participate.
6. If you choose to include people in your submissions, you are responsible for obtaining the necessary releases from the individuals depicted, and must be able to provide copies of those releases to Visit Tyler upon request. Go to <http://www.VisitTyler.com/rosecitychristmas> to download a standard photo release form.
7. All photographs are subject to and must comply with the Terms of Use posted by Facebook and Instagram. Visit Tyler reserves the right to reject and disqualify any

photograph that does not comply with these Official Rules, as determined by Visit Tyler in its discretion.

8. There is no limit to how many photographs can be uploaded/submitted during the Contest.
9. By submitting a photograph, each entrant grants Visit Tyler the non-exclusive right to reproduce, display, and more generally use and publish the photographs free of charge in perpetuity. This use may include Visit Tyler websites, its social media pages including Facebook, Twitter, Instagram, Pinterest, etc. and print publications like magazines, brochures, catalogues, etc. Photographers will be given attribution using either their name or Instagram user name when possible.
10. The Grand Prize and First Runner-Up will be determined by popular fan vote on Facebook. Judges selected by Visit Tyler staff will narrow the field of eligible photos from the Rose City Christmas Photo Contest to the top 5. The 5 finalists are the photos that will be voted on by the public for the Grand Prize and First Runner-Up. Voting will take place on the Visit Tyler Facebook page only (<http://www.facebook.com/VisitTyler>), regardless of the means of Contest entry. The voting period will begin following the photograph submission period (People's choice voting begins January 3, 2017 at 5pm CST). Voting will close January 12, 2017 at midnight CST.
11. Visit Tyler will notify potential prize winners either by email, phone, or by leaving up to two (2) comments on their winning Instagram photograph(s).
12. In the event that any potential winner (a) cannot be contacted directly by Visit Tyler within forty-eight (48) hours from initial attempted notification, (b) fails to satisfy any eligibility or verification requirement herein, (c) declines to accept the prize, (d) or is otherwise determined to be ineligible, Visit Tyler in its discretion may disqualify that individual and an alternate winner will be chosen as soon as reasonably feasible after initial winner is determined to be ineligible. Alternate winners are subject to all eligibility requirements and restrictions of these Official Rules.
13. By accepting a prize, each winner agrees to award Visit Tyler the right to publicize his/her name and/or user name, photographs or avatars, biographical information, along with winning photograph, for purposes of this and future promotions without further compensation, except where prohibited.
14. All entrants agree that the Contest is in no way sponsored, endorsed or administered by, or associated with Instagram, Facebook, or any other social networks and entrants further agree to release any and all such entities from any and all claims relating to or arising from the Contest.