

# Smoky Mountain Elk Fest Photo Contest

## **How To Enter:**

The contest begins on June 16, 2019 and ends at 12 a.m. EST on August 16, 2019. To enter, fill out the online form and upload a digital photo of Elk in Haywood County, The Cherokee Indian Reservation, or the Smoky Mountains of North Carolina.

## **Eligibility:**

Entrant must have the legal right and ability to give permission for The Haywood County Tourism Development Authority to use the photo in marketing and advertising materials.

Finalists agree to allow their photo to run in print and online and will agree not to use the photo for any other promotion or commercial purpose throughout 2019.

## **Winner Selection and Criteria:**

The Finalists' photos will be selected by a panel of judges from The Smoky Mountain Elk Fest Committee. Finalists will be notified at the end of July. The People's Choice Winner will be determined by the general public through online voting August 1 – 16, 2019, and all winners will be announced at The Smoky Mountain Elk Fest on September 14, 2019 and published in the September/October issue of Smoky Mountain Living magazine.

Winning photos will be judged on the following criteria:

- Photo must be original, unpublished, and not copyrighted.
- Finalists' photos will be selected based on originality, creativity, and quality.
- Photo must have been taken of an Elk in Haywood County, NC, Cherokee Indian Reservation, or the North Carolina Smoky Mountains.
- Photo must fit the size criteria listed at the point of entry.

## **Prizes & Retail Value:**

Winning photos will run in the September/October issue of Smoky Mountain Living magazine. First Place winner will receive a 2-night stay at The Swag valued at \$2,500 and a Visit NC Smokies prize pack. Second Place winner will receive a \$200 gift certificate and a Visit NC Smokies prize pack. People's Choice winner will receive a \$100 gift certificate and a Visit NC Smokies prize pack.

## **RELEASE & LICENSE**

In consideration of entering my photo or video in the Smoky Mountain Elk Fest photo contest, I hereby grant to the Haywood County Tourism Development Authority

permission to utilize the attached digital photograph as well as my name and any statements (“Authorized Material”) for inclusion in print, digital, and future promotions.

With regards to Finalists, I may use my entered photo for personal use, but I will not use it for commercial purposes for the remainder of 2019 and will not enter it in any other contest until the Smoky Mountain Elk Fest Photo Contest results are announced.

As a condition for entering in the promotion, I certify that I have the consent of all other identifiable persons, children and animals in the photo to be bound by the terms of this Release and License. I understand that the Haywood County Tourism Development Authority will rely on this certification in posting or otherwise using entries for promotion prior to selecting a winner.

I hereby release and discharge the Haywood County Tourism Development Authority from any and all claims and demands whatsoever arising out of or in connection with the use of the Authorized Material or any reproduction thereof and waive any further claim for compensation in connection with the use of the Authorized Material. I acknowledge that the Authorized Material may be edited for size and clarity and waive any right to inspect or approve the finished product.