

Great Lakes Photo Contest 2011 Official Contest Rules and Entry Guidelines

Biodiversity Project and Budweiser are seeking your help in designing the 2011 Great Lakes educational beer coasters. For seven years, Anheuser-Busch, has joined Biodiversity Project to help protect the world's largest fresh water resource – the Great Lakes.

This year, we're asking photographers and artists to submit their favorite Great Lakes photos, paintings, drawings or computer illustrations for use on our 2011 Great Lakes Forever beer coasters. One artist and one photographer will see their images printed on a Budweiser/Great Lakes Forever beer coaster to be distributed to bars and restaurants throughout the Great Lakes region. The contest also carries gift prizes for all six winners, including Budweiser Beach Cruiser Bikes for grand prize, Budweiser Double Chair & Umbrella for first prize and Bud Ladder Golf for second prize.

CONTEST RULES:

WHO: The Great Lakes Forever 2011 Budweiser Coaster Photo Contest is open to ALL photographers and artists at least 21 years of age, except CA residents and employees and the immediate families of employees of Biodiversity Project, Osborn & Barr, Anheuser-Busch, Inc., its affiliates, subsidiaries, advertising and promotion agencies, wholesale distributors, and individual retail licensees are ineligible. This Contest is subject to federal, state and local regulations. Taxes, if any, are solely the responsibility of the winner. Your entry to the contest constitutes your agreement to allow your photographs or artwork - and your name, city and state of residence - to be published as selected award winners on Budweiser/Great Lakes Forever educational beer coasters and posters; published or used for non-profit purposes by the Biodiversity Project and their Great Lakes programs including, but not limited to, Web sites, emails, newsletters, posters, and all other electronic or print media. Entrants retain ownership and all other rights to future use of their photographs. Biodiversity Project shall have the right to verify, in their sole judgment, winner eligibility.

DIVISIONS: Photographers and artists must enter their images in one of two divisions:

- 1) Photography – professional or amateur photographers.
- 2) Original Art and Design – creative and inspiring Great Lakes designs: drawings, illustrations, computer graphics, paintings or any two dimensional art that is in a accepted digital format.

These images can be saved as JPG, DOC, TIFF, PDF, GIF, or PNG files, up to 5MB in file size.

WHAT: We are looking for striking images of the Great Lakes, or inspired by the Great Lakes, that show what an awesome resource they are and their relationship with people and nature. These images may show wildlife, Great Lakes landscapes, weather or people enjoying the Great Lakes. Previously published material may be entered; however, please include information on when and where the photo or artwork appeared.

All entries must be submitted digitally online at greatlakesforever.org. All photographs should accurately reflect the subject matter and the scene as it appeared.

By submitting your work, you warrant that it is your original work, that all subjects in photograph are 21 years of age or older, that it does not violate any law, regulation or right of any third party, including but not limited to copyright, trademark, rights of publicity or privacy, that you have followed the Official Rules of the Contest. Further, by submitting an entry, entrant grants permission for sponsor to publish, post, display and otherwise make use of the photograph or artwork on the World Wide Web as is consistent with these Official Rules (as solely determined by sponsor), and warrants that he/she has all right to grant such permission. Entrant acknowledges that he or she has sufficient written permission of any recognizable persons appearing in photographs to be able to grant to sponsor the right to publish their photographic submission without compensation pursuant to the rules of the contest, and hereby grants to sponsor such right. No images of people under the age of 21 will be accepted.

Photos submitted under the Photography category that have been digitally altered, or “photoshopped,” beyond dust removal, cropping, or natural adjustments to color and contrast, etc. will be disqualified. This includes using editing tools to create new image area, objects or features (such as vignettes, lens flare or motion) that didn’t already exist in your original capture, adding images or parts of other photographs to your entry or its border during editing or distort or stretch your image in any way. Great Lakes Forever and Budweiser reserve the right to ask for the original digital file with EXIF data to qualify as a semifinalist.

JUDGING: Three images from each of the two divisions will be judged on meeting the intent of the theme, originality, technical excellence, composition, overall impact and artistic merit. Decisions made by the judges (Biodiversity Project, Budweiser and Osborn & Barr) are final. These six images will then be placed on the Great Lakes Forever program Web site – www.greatlakesforever.org - for two weeks of online voting. The top two winners, one from each division, will be the two photographs that receive the most online votes.

DEADLINE AND SUBMISSION: All entries must be received by Biodiversity Project no later than 11:59pm CST on August 14th, 2011. Entries must be submitted electronically to greatlakesforever.org.

HOW TO ENTER: All images must be accompanied by a completed, online entry form. Images without the entry form will not be considered for the contest. Entrants are limited to three images in each photography and art division. Entrants must designate the appropriate division, Original Art and Design or Photography, in which all their images are to be judged.

Digital entries: All entries must be digital, digital images or high quality scans of art should be submitted online at greatlakesforever.org. A downloadable-electronic form is provided for required information; please include it as an attachment with your submission email. Original files of camera-made digital photos must be three (3) megapixels or larger. Entries require high/print quality images – 300 dpi at 5x7 inches.

LIMITATIONS OF LIABILITY: Neither sponsor nor its agencies are responsible for lost, late, misdirected, unintelligible, returned or undelivered mail, entries, email, photo attachments, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Web site or other connections availability, accessibility or traffic congestion, miscommunications, failed

computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed, or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. Persons who tamper with or abuse any aspect of this Contest or Web site, or act in violation of the Official Rules, or act in any manner to threaten or abuse or harass any person, or violate Web site's Terms Of Service, as solely determined by sponsor, will be disqualified. Sponsor is not responsible for any incorrect or inaccurate information whether caused by Web site users, tampering, hacking, or by any of the programming or equipment associated with or used in this Contest, and assumes no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized Web site access. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries, and may subject that entrant to disqualification. Sponsor is not responsible for injury or damage to participants' or any other person's computer or property related to or resulting from participating in this Contest. Should any portion of this Contest be, in sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes which, in sole opinion of sponsor, corrupt or impair administration, security, fairness or proper play of this Contest, or submission of entries, sponsor reserves the right at its sole discretion to suspend, modify, or terminate the Contest, and randomly select winners from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by sponsor. In the event of a dispute regarding entries received from multiple users having the same email account, the authorized subscriber of the email account used to enter will be deemed to be the entrant, and must comply with these rules. The authorized account subscriber is the natural person who is assigned the email address by the ISP or other organization responsible for assigning email addresses. All materials submitted become the property of sponsor and will not be returned.

Winners may be required to complete, sign and return an affidavit of eligibility and liability and publicity release within seven (7) days of prize notification. In the event of noncompliance within this time period, prize will be forfeited and an alternate winner selected. Any prize notification or prize returned to the sponsor or its agencies as undeliverable will result in disqualification and the awarding of that prize to an alternate winner.

GENERAL CONDITIONS: Participants agree (a) that Sponsor and its parent, subsidiary and affiliated companies, and advertising and promotion agencies, and their respective officers, directors, employees, wholesale distributors, representatives and agents, will have no liability whatsoever for, and 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, or rights of publicity or privacy, defamation, copyright infringement or portrayal in a false light resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in this contest or in any contest-related activity, and (b) winner, by acceptance of prize, except where legally prohibited, grants permission for sponsor (and agree to confirm such agreement in writing) and those acting pursuant to its authority to use his/her name, entry for advertising, trade and promotional purposes without further compensation, at any times or time, in all media now known or hereafter discovered world wide and on the Internet and/or World Wide Web without notice or review or approval.

PRIZES:

Grand Prize (2): one for each of the Photography and Original Art and Design divisions:

Budweiser Beach Cruiser Bike - \$145 retail value + Photo Featured on Special Great Lakes Awareness Beer Coasters from Budweiser.

First Place Prize (2): one for each of the Photography and Original Art and Design divisions:
Budweiser Double Chair & Umbrella - \$55 retail value

Second Place Prize (2): one for each of the Photography and Original Art and Design divisions:
Bud Ladder Golf - \$46 retail value

Total value of all prizes: \$ 492.00

By accepting a prize, winner agrees to release and hold sponsor harmless from all losses, damages, rights, claims and actions of any kind resulting from acceptance, possession or use of any prize, including without limitation, personal injuries, death and property damage. By participating in this Contest, participants agree to be bound by all the Official Rules of this Contest.

For the names of the winners, go to www.greatlakesforever.org after September 19th, 2011.

Budweiser is a registered trademark of Anheuser-Busch, Inc.

If you have additional questions, please contact Biodiversity Project at 773-496-4020 or email: greatlakes@biodiverse.org