

FRANK FAMILY VINEYARDS

Celebrate Frank Photo Contest Official Rules

Eligibility: The Celebrate Frank Photo Contest (“Contest”) is open to legal residents of fifty (50) United States or the District of Columbia who are twenty-one (21) years of age or older. The Contest is sponsored by Frank Family Vineyards located at 1091 Larkmead Lane, Calistoga, CA 94515 (“FFV”). Employees of FFV, alcohol beverage industry members, including retailers, and their families, shareholders, officers, directors, agents, and representatives of FFV are not eligible. Both amateur and professional photographers are encouraged to enter. The Contest begins at 9:00am PST on December 1, 2018 and ends at 11:59pm PST on December 31, 2019.

Contest Overview: In honor of the holiday season, we are inviting friends to celebrate with Frank Family by capturing photos that include their favorite seasonal activities and our wine. Entrants are asked to be creative and have fun. At least one bottle of Frank Family wine is required in the photo and must be prominently featured. Whether toasting with friends, uncorking a bottle while decorating and baking, or simply enjoying a glass of wine at home, take a photo to join us in celebration.

How to Enter:

1. Take a high quality and artistic photo of Frank Family wine(s).
2. Post your photo to Instagram and/or Facebook and tag us @FrankFamilyVineyards, ensuring that the post is set to public view. Please note, if the photograph is submitted through Instagram, and the post is not set to public view, the submission may not be received by the Sponsor.
3. Use hashtags #CelebrateWithFrankContest and #FrankFamilyVineyards when uploading your photo.
4. Post your photo by 11:59 pm PST on Monday, December 31, 2018.

Judging: Judging will take place January 1 – 4, 2019. The official judging panel will be comprised of representative(s) of FFV. Each entry will be judged on a variety of elements weighed equally, including, but not limited to, on the basis of style, appropriateness to the theme, creativity/originality, and artistic/image quality. All submissions will be reviewed to qualify which photos will advance as finalists in the contest.

Drawing: The finalists will move on to a public vote on social media. The photos will be posted on the FFV Facebook and Instagram page. Submissions that have the most comments/likes will determine the final ranking of the three winners. The three winners will be announced at that time on the FFV blog, Facebook page, and Instagram page. FFV will also notify the three winners at that time via direct message. If a potential winner cannot be contacted within forty-eight hours after the



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first attempt to contact him/her, FFV may select an alternate winner using the criteria set forth above.

Prize: The three photos that inspire us and the public the most will receive the following prizes:

First Place: Gift Certificate in the amount of \$200 to be redeemed for wine and/or merchandise at the winery or online + VIP tasting experience for 8 at Frank Family Vineyards + one (1) Frank Family embroidered cable knit blanket

Second Place: Gift Certificate in the amount of \$150 to be redeemed for wine and/or merchandise at the winery or online + VIP tasting experience for 4 at Frank Family Vineyards in Napa Valley + one (1) Frank Family embroidered cotton apron

Third Place: Gift Certificate in the amount of \$100 to be redeemed for wine and/or merchandise at the winery or online + VIP tasting experience for 2 at Frank Family Vineyards in Napa Valley + one (1) Frank Family branded tumbler

Conditions: The photograph and the post where in the photograph is uploaded must be comprised only of original elements created by the entrant and may not contain elements which are/have been created, developed, copyrighted, trademarked and/or patented by third parties. The entrant agrees that it has all rights to the contents of the submitted material. Entries which contain materials that are not the original work of the entrant will be disqualified. The entrant acknowledges FFV has rights to promote entry on social media and/or the FFV website.

By submitting an entry, the entrant warrants that the photo does not depict, contain, include, or involve any of the following:

- Obscenity
- Watermarks
- Sexually explicit, violent or derogatory pictures, depictions, images, language, and/or symbols
- Drugs, tobacco, or firearms
- Gang signs or symbols
- Images of children or items especially appealing to children
- Visibly recognizable trademarks or logos owned by anyone other than the entrant or the Sponsor
- Copyrighted materials owned by anyone other than the entrant
- Messaging that is inconsistent with the positive subject matter of the Contest and the Sponsor



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Publicity: Participation in the Contest constitutes an entrant's consent to FFV's use of the photograph for publicity purposes prior to or after the Contest end date, in any media without any compensation or prior review.



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