

## Cool Off with Frank Photo Contest Official Rules

**Eligibility:** The Cool Off with Frank Photo Contest (“Contest”) is open to legal residents of the 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 and representatives of FFV are not eligible. Both amateur and professional photographers are encouraged to enter. The Contest begins at 9:00am PST on July 8, 2021 and ends at 11:59pm PST on August 8, 2021.

**Contest Overview:** It’s getting hot! July and August are sizzling months here in Napa Valley, and we’re sure it’s the same story where you are. We are inviting members, family, and friends to share a photo of how they “Cool Off with Frank.” 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 you’re enjoying summertime at the beach, the pool, or just basking in the air condition at home, take a photo of your favorite way to escape the heat.

### How to Enter:

1. Take a high quality and artistic photo or record a video of Frank Family wine(s).
2. Post your photo to Instagram 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 **#CoolOffWithFrank** and **#FrankFamilyVineyards** when uploading your photo.
4. Post your photo by 11:59 pm PST on Sunday, August 8, 2021.

**Judging:** Judging will take place August 9-11, 2021. 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 Instagram page. Submissions that have the most votes via comments within the first 24 hours will determine the final winner. The winner will be announced at that time on the FFV Instagram page. FFV will also notify the winner at that time via direct message. If a potential winner cannot be contacted within forty-eight hours after the first attempt to contact him/her, FFV may select an alternate winner using the criteria set forth above.



1091 Larkmead Lane – Calistoga, CA 94515

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FrankFamilyVineyards.com

# FRANK FAMILY VINEYARDS

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

- 1<sup>st</sup> Place - Gift Certificate in the amount of \$300 to be redeemed for wine and/or merchandise at the winery or online
- 2<sup>nd</sup> Place - Gift Certificate in the amount of \$200 to be redeemed for wine and/or merchandise at the winery or online
- 3<sup>rd</sup> Place - Gift Certificate in the amount of \$100 to be redeemed for wine and/or merchandise at the winery or online

**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

**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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