

California Academy of Sciences October Member's Month Instagram Photo Contest Rules

WHAT IS THE CONTEST:

The October Member's Month Instagram Photo Contest (the "Contest") is an opportunity for members of the Academy community and others to share their views of the natural world both inside and outside the Academy through photographs. The Contest will feature photographs in various categories, including Terrestrial Life, Aquatic Life, Plant Life, and Sustainability.

Photographs submitted to the Contest will be posted daily by entrants to the Academy's Instagram webpage, and select photos may be posted regularly to the Academy's webpage.

The Contest begins on October 1, 2014 at 9:00 am PST and ends at 11:59 pm PST on October 31, 2014.

The Contest is subject to these Official Rules, which also can be found at:

<http://www.calacademy.org/yourbigpicture>. No purchase is necessary to enter or to win.

PRIZES:

4 weekly winners will each receive:

- 1 year free Academy membership or
- A Free one-day Conservation Photography class at the Academy or
- A free photo package from Magic Memories and conservation photography book

RANDOM DRAWING:

Winning photographs will be chosen through a weekly random drawing by the Academy.

Each week, a winner will be notified via Instagram. Winning photographers will be required to respond in person or (as directed) to e-mail notification within 72 hours of attempted notification.

The failure to comply with these Official Rules or the Instagram rules, or to respond timely to the notification may result in forfeiture of the prize and, in such case, the Academy may choose the next winning runner-up from a random drawing among the remaining eligible entries.

HOW TO ENTER:

From October 1, 2014 through October 31, 2014, take a picture featuring the natural world through the Instagram App (download at <http://instagram.com>) and post the picture to the Academy's Instagram page using the hashtag #bigpicmoment. All entrants are subject to the Instagram terms of use and privacy policy found at <http://instagram.com/about/legal/terms/>.

RULES REGARDING PHOTOGRAPHS:

- Limit of 20 photograph entries per person during the Contest.
- Photographs must be posted on Instagram only and not on any other social media sites.
- Photographs must be original and the submitting photographer must hold all rights in the photograph. Submitted photographs may not have been previously published.
- Photography is **not permitted** in Academy areas designated as "No Photography"; works of art and/or private collections may not be photographed. Photos submitted taken in "No Photography" areas, or of works of art and/or private collections within the Academy will not be considered, and will be disqualified from the Contest. These areas, including animals such as the albino alligator, giant Pacific octopus and chambered nautilus, are clearly indicated by signage.
- Photographers must have permission from any people whose faces are recognizable in their photographs and, if a photograph is selected as a winner, the photographer must submit a release* form for any recognizable individuals pictured in the winning photograph. Photos showing more than twenty people within a group do not require a release.* Release form at: <http://www.calacademy.org/yourbigpicture>.

- By submitting a photograph, the photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, grants to Academy the right to use and publish the photographer's photograph for any purpose and in any media, in perpetuity, including on the Academy website and social media pages, in Academy promotional publications and advertising, and in Academy merchandise, including but not limited to posters, greeting cards, calendars and desk planners, without any further compensation. The photographer or, if the photographer is under the age of 18, the photographer's parent or guardian, also grants to Academy the right to crop the photographer's photograph; and to use the photographer's name and photograph in association with the photograph and/or the Contest. Parties under the age of 18 selected as winners must provide a release executed by their parent or guardian agreeing to the terms of this paragraph to and the Official Rules qualify as final winners.
- Photographers retain copyright in their photographs, subject to the rights granted above.

CONDITIONS:

The Contest is subject to these Official Rules and the Instagram rules. By participating, Entrants agree: (i) to be bound by these complete Official Rules and the decisions of the Academy, which shall be final and binding; and (ii) to waive any right to claim ambiguity in the Contest or these Official Rules, except where prohibited by law. By accepting a prize, winners agree to release the Academy and its affiliated entities, together with their respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities (collectively, the Releasees), from any and all liability, loss or damage arising from or in connection with awarding, receipt and/or use or misuse of a prize or participation in any prize-related activities. The Academy reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive fewer than 20 entries, or receive no entries, or due to circumstances beyond its control, including natural disasters. The Academy may prohibit an entrant from participating in the Contest or winning a prize if, in its sole discretion, it determines such entrant is attempting to undermine the legitimate operation of the Contest in any way. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California. Employees, officers, directors, agents, representatives of the Academy and their immediate family members and those living in their household, and each person or entity connected with the production, administration or judging of the Contest, are not eligible. Academy reserves the right to substitute a prize of equal or greater value in the event the offered prize is unavailable. No substitution or transfer of prizes is permitted except as provided herein. In the event there are not enough eligible entries, not all prizes will be awarded.

PRIVACY: All personal information collected by the Academy will be used for administration of the Photo Contest. In addition, entrants shall receive e-mail correspondence from, or on behalf of the Academy, subject to the Academy's privacy policy which is located at www.calacademy.org. The Academy uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further e-mails by following the opt-out instructions contained in the e-mail.

OFFICIAL RULES: For a copy of these Official Rules or winners list, send your request in a self addressed, stamped envelope to: California Academy of Sciences, Membership, 55 Music Concourse Drive, San Francisco CA 94118. Request must be received by December 1, 2014. Rules are also available on-line at <http://www.calacademy.org/yourbigpicture>.

*PHOTOGRAPHY CONSENT/RELEASE

I, _____, am over the age of 18 and hereby give my consent to have a photograph or photographs made of me by _____ (“Photographer”) [during my attendance at the California Academy of Sciences (the “Academy”) on _____, 2014/Alternatively: EVENT/ DATE] (the “Photograph” or “Photographs”) submitted to the Academy for its October Member’s Month Instagram Photo Contest (the “Contest”) and, should any Photograph be randomly selected as a winning photograph during the Contest, for such Photograph to be used for any purpose and in any media, in perpetuity, including on the Academy website, in Academy promotional publications and advertising, and in Academy merchandise, including but not limited to posters, greeting cards, calendars and desk planners, and including as combined with other images, text and graphics, or as cropped, altered and modified, without any compensation to me.

I hereby release the Photographer and the Academy from any and all claims I may have with regard to the use of the Photograph(s).

Name _____
Signature _____
Address _____
Date _____

THE FOLLOWING MUST BE COMPLETED IF THE RELEASING PARTY SIGNING ABOVE IS UNDER 18 YEARS OF AGE:

I represent that I am the parent or guardian of the minor who has executed this Release and that I have the full legal capacity and right to execute this Release and grant the rights granted herein, and agree that both of us are and will continue to be irrevocably bound by the terms of this Release.

PARENT/GUARDIAN:

NAME: _____
DATE: _____