



5TH ANNUAL PHOTO CONTEST

SUBMISSIONS ARE OPEN

CATEGORIES:

- Farm Life
- Fun on the Farm
- Farm Innovation
- Friends and Faces on the Farm
- We Grow Together (Hensall Co-op theme)
- Hensall Co-op on the Move
 - (Examples: Terragators, Feed Delivery, Field Marketer Scouting Fields, Vaccinations / Poultry Technicians, Fuel Delivery)

PRIZES

1 Grand Prize of a custom Hensall Co-op TailGaterz Cooler (70 Quart with wheels, sand colour, worth \$620) for the winning photo:

- Winning photo will be the cover of the 2024 Hensall Co-op Annual Report

We are also going to award a runner-up prize for each category of \$150 each (the Grand Prize winner will be excluded).

JUDGING CRITERIA

Photos will be judged on the following criteria:

- Does it fit the theme description?
- Does it tell a story?
- Is it in focus?
- Is it too dark or too light (correct exposure)?
- Is it consistent with the Hensall Co-op values and place in Agriculture?
- Will it fit with our imagery guidelines for our brand standards?
- Does the image evoke emotional response?

ELIGIBILITY

- All entries must be images taken in Canada.
- Entrants must own the rights to the image(s) they submit.
- The contest is open to all members, customers and employees of Hensall Co-op.

PUBLICATION

Winners' names and images will be used in our social media and may be used in the Hensall Co-op 2024 Annual Report.

Hensall Co-op reserves the non-exclusive right to publish any entry and/or use any entry in promotional and advertising materials. Published images will be credited to the photographer where possible.

By participating in this contest, each entrant agrees to provide Hensall Co-op with the nonexclusive rights to use their images. Participants agree to the terms and conditions outlined.

IDEAS FOR YOUR IMAGES:

- Farm animals
- Farming equipment
- Farmer(s)
- Kids/family/friends
- Hensall Co-op locations
- Agriculture in communities

FORMAT

Entries are to be digital images and submitted electronically as jpeg files to marketing@hdc.on.ca with PHOTO CONTEST as the subject line. Emails must be no more than 6 MB in size. Larger files may be submitted via www.WeTransfer.com

Cropping and tonal or colour corrections are permitted. Photography should be of professional quality and style. Warm tones are favoured as they help unify the look and feel of our brand materials.

Photographers of selected images will be contacted to submit a high-resolution file suitable for print reproduction (minimum 300 dpi at 6 x 9 inches, 8 x 10 and greater is preferred). If that is unavailable, the prize(s) will be forfeited and a new winner will be selected.

ENTRIES

Images that have won any other contests or have been published in a magazine or newspaper are not eligible.

Individuals can only win once per category, but may win in multiple categories.

Limit of two entries per category, per entrant. Send your entries to marketing@hdc.on.ca

FARM SAFETY REMINDER

Please remember the importance of farm safety in the activities portrayed in submissions. When taking photos, please keep in mind the safety of all those involved. Entries that do not portray this will not be accepted.

IDENTIFICATION

When submitting photos, the following contact information must be included:

- Full name
- Phone number
- Email address
- Location where the photo was taken
- A signed image waiver for each person in the image (waiver on next page).

Failure to provide any of the above information will make the submission ineligible.

DEADLINE

All entries must be received by email by end of day on September 30, 2024.

JUDGING

The winners will be selected by a panel of staff and external judges.

Judges' decisions are final.

FOR MORE INFORMATION:

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