



CONTEST IS OPEN TO CANADIAN RESIDENTS ONLY, EXCLUDING QUEBEC, AND IS GOVERNED BY CANADIAN LAW

1. CONTEST PERIOD

The **Richardson International "Take Your Best Shot" photo contest** begins on May 30, 2019 at 9:00 a.m. Central Standard Time (CST) and closes on September 30, 2019 at 11:59 p.m. CST (the contest period).

2. ELIGIBILITY TO ENTER

This contest is open to legal residents of Canada, excluding Quebec, who have reached the legal age of majority in the province/territory of residence at the time of entry.

3. HOW TO ENTER

An eligible entrant may submit up to a total of five agriculture-themed photographs. Each photo submitted must be accompanied with the following:

Photographer's name and location in which the photo was taken
Telephone number
Description of the photo
Social media handles (Instagram, Facebook and Twitter), if applicable

Failure to provide all necessary information may result in the photo not being accepted for entry in the contest. Submissions may be entered by emailing photo@richardson.ca.

4. THE PRIZES AND THEIR APPROXIMATE RETAIL VALUE:

Winners will be featured in the Richardson International 2020 calendar with attribution for their photo. The calendar will be in circulation in the late fall of 2019. They may also be featured in other Richardson marketing materials and will be featured on Richardson's social media channels with attribution for their photo. The Richardson calendar may also include photos which were not submitted for or as part of this photo contest.

The first-, second- and third-place winners will receive:

FIRST PLACE

Air Canada gift card, valued at \$1000 CDN. By participating in this contest you agree to abide by the Terms and Conditions established by Air Canada with respect to their full plastic gift cards. Terms and conditions may be viewed on their corporate website here: <https://www.aircanada.com/ca/en/aco/home/book/payment-methods/air-canada-gift-cards.html>

Richardson International branded pull through travel bag.

The first place winner will also have their photo converted, with attribution, to a backlit canvas measuring 7.5' x 10' and displayed at our Richardson Bennett Farm. This art piece will be put on display for up to one full year.

SECOND PLACE

Apple Watch, series 4 with black sport loop, valued at approximately \$500 CDN.

THIRD PLACE

Richardson branded Under Armour duffle bag or backpack (winner's choice)
Richardson branded insulated travel water bottle with aluminum hardware.

5. ELIGIBLE WINNER NOTIFICATION AND CONFIRMATION PROCESS:

All entries that comply with contest rules will be evaluated by a panel of judges, which will include Richardson International staff and professional photographers. Photos will be judged on composition, creativity and how well they capture the heart of Canadian agriculture and/or Richardson International assets, throughout the year.

Winners will be determined at the sole discretion of the judging panel and there will be no appeal, reconsideration or reasons provided in relation to any decision, including a decision as to whether an entry complies with contest rules. Winners will be contacted using the contact information provided with the entry, with an announcement being made online at www.richardson.ca and on Richardson International's social media channels following notification of the winners. If a winner cannot be contacted in a reasonable period of time, the judges may, at their discretion, name an alternative winner, and the originally named winner will cease to have any entitlement to the prize(s) awarded.

6. OTHER GENERAL SUBMISSION CONDITIONS:

You must not submit more than five photos to the contest. If more than five photos are submitted, only the first five photos submitted will be counted as entries.

You must be the creator of each photo entry you submit. You represent to Richardson that each photo entry is your original work; does not infringe the rights of any third party; is authored by you and is not the product of collaboration with any other person and that you own all right, title and interest in and each photo entry, free of the claims of any other person.

You must obtain permission from the subject(s) of each photograph you submit as an entry. By submitting the photo(s), you are confirming to Richardson that consent has been received. If the subject(s) is/are children, you confirm to Richardson that you have obtained the consent of the custodial parents or legal guardians.

By submitting your entry to Richardson, you grant Richardson an irrevocable, perpetual, worldwide license to use, reproduce and modify each photo entry in any material or digital form, to display the photo to the public and to communicate to the public on a website or by any other means of telecommunication. You waive all moral rights in and to each photo entry and authorize Richardson to modify your entry, associate it with any of its business undertakings for sales or promotional purposes and to provide or not to provide attribution for your entry. All entries will become the property of Richardson and will not be returned. Richardson shall have the right to assign or sublicense all or any of the rights granted to it under these contest rules.

By submitting your entry to Richardson, you consent the use of your name and likeness in connection with providing attribution for the photo and publishing the names and likenesses of winners for websites, social media, promotional and marketing purposes.

By submitting your entry with an email address, you consent to Richardson contacting you by email and to maintaining your email address and other personal information for use in connection with this contest and any future inquiries or requirements relating to the use of your photo entry.

Any entry which infringes the rights of any person, which is contrary to law or is determined by the judges to be inappropriate subject matter for the contest, may be disqualified from the contest.

Each entrant acknowledges that these contest rules are written in the English language only. L'entrant confirme se volonté que cette règles, y compris tout avis s'y rattachant, soient rédigés en anglais.