

MT TAM SUNRISE TO MOONSET 2021 PHOTO CONTEST

OFFICIAL RULES

1. **DESCRIPTION:** Mt Tam Sunrise to Moonset 2021 Photo Contest (the "Contest") begins at 12:01 a.m. Pacific Standard Time ("PST") on September 15, 2021, and ends at 11:59 p.m. PST on **November 30, 2021** (the "Contest Period"). The Contest provides one grand prize winner with an opportunity to win a major prize from (our sponsors) and to be featured on Mount Tam Media website in the featured story, and the chance to have their work (the "Submission") featured on Mount Tam Media website and email. Three (3) category winners will also receive Sponsor's prizes and mention in the featured story. By participating in the Contest, you unconditionally accept and agree to comply with and abide by these Official Rules, the entry form (the "Entry Form"), the Terms and Conditions of Use of the Website and the decisions of Sponsor, which shall be final and binding in all respects. To the extent the Terms and Conditions of Use of the Website and of these Official Rules conflict, the terms and conditions of these Official Rules shall prevail.

2. **ELIGIBILITY:** Open to amateur and professional photographers who are legal residents of California who are at least 15 years of age or older as of the start of the Contest Period ("Contestants"). The Contest is void wherever restricted or prohibited by law.

3. **SPONSOR:** The Contest is sponsored by XXXXX (the "Sponsor"). Employees and officers of the Sponsor, their respective parents and subsidiaries, advertising and promotion agencies and all other entities participating in the design, promotion, marketing, advertising, administration or fulfillment of this Contest (the "Promotion Parties") and their immediate families and persons living in the same household are ineligible to participate in the Contest. Subject to all applicable federal, state, and local laws and regulations.

4. **HOW TO ENTER:** To enter, during the Contest Period, visit the Mt Tam Sunrise to Moonset 2021 PHOTO CONTEST web site at www.MountTamMedia.com/PhotoContest. Entry will take place on the Mount Tam Media webpage. You will be asked to complete an Entry Form and acknowledge that you have read the official rules and agree to Mt Tam Sunrise to Moonset 2021 photo release agreement.

Next, create an original photograph of the Mount Tam Area or its flora and fauna and submit it in an acceptable format (the "Submission"). Photos must be 3300x2500pixels and in landscape orientation. Once you've created your Submission, submit your entry, according to the on-screen instructions. A completed entry is a fully completed Entry Form and the Submission you've created.

5. **ENTRY SUBMISSION CONDITIONS:** Up to three (3) Submissions per person during the Contest Period. There will be only one (1) round of Submissions for this contest. Incomplete Entries, including but not limited to those Submissions that do not meet the requirements specified in these Official Rules, will not be eligible for judging. All requested information on the Entry Form must be completed to enter and to be eligible to win. Submissions will be deemed to have been submitted by the Authorized Account Holder of the e-mail address submitted at time of Submission (each, a "Contestant"). "Authorized Account Holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, online service

provider, or other organization (such as a business or educational institution) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address. In the event of a dispute over the ownership of an e-mail address, a prize will be awarded to the Authorized Account Holder of the designated e-mail address. This Contest shall be governed by California state law. By participating in this Contest, Contestants agree that California courts shall have jurisdiction over any dispute or litigation arising from or relating to this Contest. Contestants are advised to retain copies of their Submissions for their records because the Submissions will not be acknowledged or returned. The Submissions must be received no later than 11:59 p.m. PST on November 30, 2021 according to Sponsor's internal time clock.

6. SUBMISSION REQUIREMENTS: The Entry Website will require you to submit: (1) Your name, street address, city, state, zip code, telephone number and email address, and your photograph Submission; (2) Your Submission must be uploaded via the online form from Sponsor's official website located at MountTamMedia.com/PhotoContest; and (3) your Submission must be entirely your own work. Proof of submitting any Submission is not considered proof of delivery to or receipt of such Submission.

Furthermore, Sponsor shall have no liability for any Submission that is lost, intercepted or not received by the Sponsor.

7. ADDITIONAL SUBMISSION GUIDELINES: Your Submission can be as creative as you'd like within the following guidelines:

a. Please, no personal attacks on anyone or any other discernible business or product or industry.

b. Submission may be an offensive matter as determined at Sponsor's sole discretion.

c. The creation of the Submission must also be an original work of authorship. By entering, you warrant that your Submission does not infringe any third party's rights, and that you have obtained any necessary permissions from all relevant third parties to submit the Submission.

You may not use, without properly executed releases, parties who: 1) are represented under contract (e.g., by a talent agent or manager) that would limit or impair our ability to use the photograph in any media form; 2) are under any other contractual relationship, including but not limited to guild and/or union memberships, that may prohibit them from participating fully in this promotion, or from allowing us to use the photograph online, in television media and other forms of distribution at our discretion.

d. Submissions may be subject to disqualification if Sponsor reasonably believes there is third party content – not owned by the Contestant – that may be the subject of copyright protection. Contestant is solely responsible for securing permission to use any copyrighted material and may be required, upon request, to submit proof of ownership or license to Sponsor.

e. Any Submission that is considered by Sponsor in its sole discretion to be obscene, libelous, inappropriate to the reputation of Sponsor, or otherwise objectionable or inappropriate, or which otherwise does not comply with these Official Rules will be disqualified.

f. Sponsor reserves the right to exclude any Submission that it believes, in its sole discretion, doesn't meet the above criteria.

g. Sponsor cannot offer personalized feedback or legal advice. Entrants can email us at info@mttammedia.com

8. JUDGING AND NOTIFICATION: All entries will be screened for inappropriate content. There will be three (3) rounds of judging.

ROUND ONE: On or about December 5th 2021, a panel of Sponsor's qualified judges will conduct judging of all Qualified Submissions received during the Contest Period. Each submission will be judged on the following criteria: Relevance to Topic and Communicates it Effectively (33 points) Technical Merit (33 points) Photo Quality (34 points) 15 Submissions (5 per category) with the highest scores will be deemed the "Semi- Finalists." In the event of a tie, the tying entries will be re-scored to determine a Semi-Finalist. Semi-Finalists' last name and first initial, hometown, and Submissions may be announced and posted on Sponsor's and affiliates' websites.

ROUND TWO: On or about December 5th, 2021, a panel of Sponsor's qualified judges will conduct judging of all Semi-Finalists Submissions. Up to nine (9) Submissions (3 per category) with the highest scores will be deemed the "Finalists" according to the following criteria: General Appeal (33 points) Creativity and Originality (33 points) Passion and Enthusiasm (34 points)

In the event of a tie, the tying entries will be re-scored to determine a Finalist with double weight given to Creativity and Originality to determine a Selected Contestant. We will notify the finalists on **December 10, 2021** and announce finalists on **December 12, 2021**. Finalists' name, photo title, and Submissions will be posted on Sponsor's and affiliates' social media channels.

PEOPLE'S CHOICE AWARD: For entertainment purposes only. On or around **December 12, 2021**, all Finalist Submissions will be debuted online on the Sponsor's Facebook and Instagram pages and the public will be invited to view and vote onsite for their favorite Submission for each category. The top five (5) Submissions with the most votes will progress to a second round of voting. On or around **December 15th, 2021** the top five Submissions will be debuted online on the Sponsor's Facebook and Instagram pages and the public will be invited to view and vote onsite for their favorite Submission. The photo with the most votes will be chosen as the "People's Choice" Award. In the event of a tie for the People's Choice Award, the tying entries will be re-judged by a panel of qualified judges and a winner determined. Winners and People's Choice Award will be announced on or around December 20, 2021.

9. PRIZE: If eligible under these Official Rules, the winning photographer will receive a grand prize by our main sponsor and will be featured in a dedicated **Mill Valley Living** and **Mt Tam Media** Story, and be featured in a dedicated email. Two (2) remaining category winners will receive other Sponsor's awards and be mentioned on **Mount Tam Media** website in the featured story website.

Selected Contestants will be notified by either email or telephone at the sole discretion of Sponsor or Sponsor's representative. Selected Contestants will be required to respond (as directed) to a phone and/or e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize; and, in such case, Sponsor may choose the next highest scoring Submission from among the remaining eligible

submissions. Selected Contestants may be required to sign and return a Declaration of Eligibility and Liability/Publicity Release ("Declaration") and any other documents Sponsor or Sponsor's representative may require within 72 hours of receipt of the Declaration. Failure to timely return a signed Declaration or other required documents or the return of any prize notification as undeliverable will result in Prize forfeiture. Federal and state income taxes may apply and are the sole responsibility of the winner. All expenses not specifically stated as being included are excluded, and are the responsibility of the Selected Contestants. No assignment, transfer, cash redemption or substitution of Prize is permitted, but Sponsor reserves the right to substitute a prize for one of comparable or greater value should the Prize become impracticable to award or unavailable for any reason.

10. **LICENSE:** By entering your Submission in the Contest, Contestants hereby grant Sponsor and its successors a worldwide, perpetual, non-exclusive, irrevocable, royalty-free, sublicenseable (through multiple tiers) and transferable license (with a right to create derivative works) to use, copy, distribute, perform, publicly perform and display your Submission, in any and all media, in whatever form, for any legal purposes whatsoever now known or hereinafter becomes known. Each Contestant irrevocably waives any and all so-called moral rights they may have in the Submission(s) submitted by him or her.

CONTESTANTS WILL NOT BE SPECIFICALLY PAID FOR THEIR SUBMISSIONS or for granting Sponsor any of these rights.

11. **REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION:** Submission must be the original work of the Contestant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Submission contains any material or elements that are not owned by the Contestant and/or which are subject to the rights of third parties, the Contestant is responsible for obtaining, prior to submitting the Submission, any and all releases and consents necessary to permit the use and exhibition of the Submission in the manner set forth in these Official Rules and the Terms and Conditions of Use of the Website. Sponsor reserves the right to request proof of any permissions or licenses you may have received, in a form acceptable to Sponsor from any Contestant at any time. By submitting a Submission, Contestant warrants and represents that he/she consents to the submission and use and exhibition of the Submission in the manner set forth in these Official Rules and the Terms and Conditions of Use of the Website.

Sponsor reserves the right to disqualify any Submission for any reason, in its sole and absolute discretion.

12. **DATES & DEADLINES / ANTICIPATED NUMBER OF CONTESTANTS:** Sponsor reserves the right, in addition to those other rights reserved herein, to modify any date(s) or deadline(s) set forth in these Official Rules or otherwise governing the Contest. Sponsor cannot accurately predict the number of Contestants who will participate in the Contest.

13. **PUBLICITY RELEASE:** By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between or among Sponsor and any Contestant in or Winner of the Contest, each Contestant irrevocably grants the Sponsor and their respective successors, assigns and licensees, the right to use such Contestant's Submission, name, likeness, biographical information, and any individual(s) participating in the

Submission, in any and all media for any purpose, including without limitation, commercial, advertising and promotional purposes as well as in, on or in connection with the Website or the Contest or other promotions, and hereby release the Sponsor from any liability with respect thereto, unless prohibited by law.

14. NATURE OF RELATIONSHIP / WAIVER OF EQUITABLE RELIEF: Each Contestant hereby acknowledges and agrees that the relationship between the Contestant and the Sponsor is not a confidential, fiduciary, or other special relationship, and that the Contestant's decision to provide the Contestant's Submission to Sponsor for purposes of the Contest does not place the Sponsor in a position that is any different from the position held by members of the general public with regard to elements of the Contestant's Submission. Each Contestant acknowledges and agrees that the Sponsor does not now and shall not have in the future any duty or liability, direct or indirect, vicarious, contributory, or otherwise, with respect to the infringement or protection of the Contestant's copyright in and to the Submission. Finally, each Contestant acknowledges that, with respect to any claim by Contestant relating to or arising out of any Sponsor actual or alleged exploitation or use of any Submission or other material submitted in connection with the Contest, the damage, if any, thereby caused to the applicable Contestant will not be irreparable or otherwise sufficient to entitle such Contestant to seek injunctive or other equitable relief in any way.

15. PRIVACY POLICY: Except as otherwise stated in these Official Rules, personal information collected in connection with this Contest will be used in accordance with the privacy policy found on the Website at <http://www.MountTamMedia.com/privacy> and with the consent given by Contestant at the time of entering a Submission. Any communication or information transmitted to Sponsor and/or the Website by electronic mail or otherwise is and will be treated as non-confidential and nonproprietary. By entering this contest, each contestant acknowledges that his or her first name, last initial and hometown may be announced online. Contestant further hereby acknowledges and agrees that: (i) the contestant has opted-in to the Mount Tam Media privacy policy located at <http://www.mounttammedia.com/privacy> and (ii) by opting-in, the contestant has read and consented to the Mount Tam Media privacy policy. Each contestant further acknowledges that if s/he is chosen as an actual prize recipient, certain of his/her identifying information may be disclosed to third parties (at least as required by law), including, without limitation, on an online page listing prize recipient(s). Sponsor uses reasonable commercial efforts to comply with Federal CAN-SPAM guidelines, and entrants may subsequently opt-out of receiving further emails by following the opt-out instructions contained in the email.

16. GENERAL LIABILITY RELEASE: Contestants agree that the Sponsor and the Promotion Parties shall not be responsible or liable for any losses, damages or injuries of any kind resulting from the Contest or any Contest-related activity. Sponsor and the Promotion Parties assume no responsibility for any damage to an Contestant's computer system which is occasioned by accessing the Website or participating in the Contest, or for any computer system, phone line, hardware, software or program malfunctions, or other errors, failures, delayed computer transmissions or network connections that are human or technical in nature. Without limiting the generality of the foregoing, Sponsor is not responsible for incomplete, illegible, misdirected, misprinted, late, lost, damaged or stolen Submissions or notifications; or

for lost, interrupted, inaccessible or unavailable networks, servers, satellites, Internet Service Providers, websites, or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmissions; or for any technical malfunctions, failures, difficulties or other errors of any kind or nature; or for the incorrect or inaccurate capture of information, or the failure to capture any information. Sponsor reserves the right in its sole discretion to disqualify any individual who is found to be tampering with the entry process or the operation of the Contest or the Website, to be acting in violation of these Official Rules, or to be acting in an unsportsman-like or disruptive manner, or with the intent to disrupt or undermine the legitimate operation of the Contest, or to annoy, abuse, threaten or harass any other person, and Sponsor reserves the right to seek damages and other remedies from any such person to the fullest extent permitted by law. In the event Sponsor is prevented from continuing with the Contest as contemplated herein by any event beyond its control, including but not limited to fire, flood, earthquake, explosion, labor dispute or strike, act of God or public enemy, or any federal, state or local government law, order, or regulation, or other cause not reasonably within Sponsor's control (each a "Force Majeure" event or occurrence), then subject to any governmental approval which may be required, Sponsor shall have the right to modify, suspend, or terminate the Contest. If the Contest is terminated before the designated end date, Sponsor will (if possible) select the winners from all eligible, non-suspect Submissions received as of the date of the event giving rise to the termination. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these rules shall otherwise remain in effect and shall be construed in accordance with their terms as if the invalid or illegal provision were not contained herein.

17. WINNERS LIST/OFFICIAL RULES: A copy of the Official Rules can be found at www.mounttammedia.com/myPhoto-OfficialRules. A winners list will be posted on Sponsor's and Mount Facebook page at www.facebook.com/fromMoonrisetoSunset.

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