



## **Photo Contest Official Rules**

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or Instagram. You understand that you are providing your information to Jordan Winery and not to Facebook or Instagram. The information you provide will be used to contact you in case you win the Show Us Your Corks Jordan Winery Photo Contest.

**ELIGIBILITY:** The Jordan Winery Show Us Your Corks Photo Contest is open to natural persons 21 years of age or older at the time of entry and who are residing in the United States, excluding Puerto Rico and its territories, and any state where the Contest is prohibited by law. This Contest is sponsored by Jordan Winery, (“Sponsor”). Amateur and professional photographers are welcome. Images taken with smart phone cameras are encouraged (either edited with apps or without), but photos taken with point-and-shoot or DSLR cameras will also be accepted. Alcohol beverage industry members, including retailers, and their families, employees, shareholders, officers, directors, agents, representatives of Sponsor, or the promotion and advertising agencies of any aforementioned entity, and their immediate family members and those living in their household, and each person or entity connected with the production or administration of the Contest, and each parent company, affiliate, subsidiary, agent and representative of any aforementioned entity are not eligible. Sponsor’s address is: 1474 Alexander Valley Road, Healdsburg, CA 95448. Part of California Wine Month, the contest begins at 7:00 AM PST on September 1, 2017, and ends at 11:59 PM PST on September 30, 2017 (the “Contest Period”). Contest subject to official rules.

**SUBJECT MATTER:** In honor of California Wine Month, we’re asking friends to create a photo that includes wine corks. Be creative. The only rule is that the photo must have at least one Jordan wine cork. Do what you already enjoy doing—uncork a bottle of wine with those you love and have fun—just don’t forget to take a nice photo after you pull that cork.

**HOW TO ENTER:** Take an artistic photo of a Jordan wine cork or multiple wine corks. The photo can include corks from other wines, as long as other brand names or trademarks are not visible/recognizable (see Conditions below). [Use smartphone photography tips](#) to ensure a better photo. There is no limit to the number of wine corks that can be pictured in the photo. Photos may not include identifiable people/faces for privacy and permissions reasons. No purchase of Jordan wine is required to enter. Up to 12 Jordan wine corks may be requested as art supplies at no cost to entrants by emailing [marketing@jordanwinery.com](mailto:marketing@jordanwinery.com). (Please include your full name, shipping address and phone number when requesting corks.)

To enter the photo contest, follow these steps:

- Take a wine corks photo with your camera.
- Upload your photo to the Jordan [Facebook page](#) or post it to your Instagram and tag @jordanwinery.
- Include Hashtags #showusyourcorks #CaliforniaWineMonth

**JUDGING:** Judging takes place October 1-2, 2017, and will be conducted by the Sponsor. Winners will be announced the first week of October. Submissions will be prepared and will be judged on a 100-point scale as follows:

- Creativity (50 points)
- Composition (25 points)
- Artistic Quality (25 points)

In the event that no entries receive a minimum score of 85 points, no prize will be awarded. In the event of a tie, the tying entries will be rescored to determine a winner. The Selected Contestants will be required to respond (as directed) to a comment left on your original post to Facebook or Instagram within five days 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 entry from among the remaining eligible entries. Each Selected Contestant will also be sent an affidavit of eligibility / liability / publicity release (“Release”). Unless restricted by law, each Selected Contestant will be required to complete and return the Release within the time period specified therein.

**PRIZE:** The three highest-scoring photos (“Selected Contestants”) will be selected immediately upon conclusion of judging and will receive the following prizes:

- First place: One (1) Jordan branded Riedel art nouveau wine decanter (\$175) – [view this decanter on Jordan’s website](#)
- Second place: One (1) Jordan branded Laguiole waiter’s corkscrew (\$159) – [see non-branded example on Amazon](#)
- Third place: One (1) one-ounce jar of Jordan Chef’s Reserve Caviar by Tsar Nicoulai (\$135) – [view the caviar on Jordan’s website](#)

Winners will be announced on Jordan Winery’s Facebook, Instagram and the winery blog at <http://blog.jordanwinery.com/go/whats-new>.

**CONDITIONS.** Contest is subject to these Official Rules. By submitting an entry to this Contest, Contestants hereby acknowledge that any submission is an original work of authorship by the Contestant, was not copied out of or derived from a third party materials, was not previously published, and do not violate the copyright rights of any third party.

Contestant acknowledges Sponsor has rights to promote entry on social media. By submitting entry, Contestant warrants that photo:

- is not sexually explicit, unnecessarily violent or derogatory
- does not promote drugs, tobacco or firearms
- does not contain images of children or items especially appealing to children
- does not contain visibly recognizable trademarks, logos or trade dress owned by anyone other than Contestant or Sponsor
- does not contain copyrighted material owned by anyone other than Contestant
- does not use the name or likeness of persons living or dead without permission
- does not communicate a message inconsistent with the positive goodwill of Sponsor
- does not depict any violation of law

By participating, entrants agree: (i) to be bound by these complete Official Rules and the decisions of Sponsor 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, Selected Contestant agrees to release Sponsor, including its parent, subsidiary and affiliated entities together with the respective directors, employees, officers, licensees, licensors and agents, and respective advertising and promotion entities and any person or entity associated with the production, judging, or administration of the Contest, (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 prize or participation in any prize-related activities. Sponsor reserves the right to cancel or suspend the Contest, in its sole discretion, should it receive fewer than 10 entries, or receive no entries that have a judged score above 85 points, or due to circumstances beyond its control, including natural disasters or cancellation of events. Sponsor may, in its sole discretion, cancel, modify or suspend the Contest should a virus, bug, computer problem, unauthorized intervention or other causes beyond Sponsor's control, corrupt the administration, security or proper play of the Contest.

Winners of the Contest will be enrolled in the Jordan Estate Rewards program and its opt-in mailing list.

Contestant acknowledges Sponsor has unlimited perpetual rights to the three entries that win the contest. Contestant agrees that sponsor may use any materials submitted on a non-confidential basis. Sponsor has no obligation to post or publicize any entry. Contestant warrants that photograph is original, has not won previous awards, and does not infringe on the right of privacy of any individual. Sponsor 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 by cheating, plagiarizing, engaging in any deception, or any other unfair playing practices of intending to annoy, abuse, threaten, undermine or harass any other players or Sponsor representatives. Disputes regarding these Official Rules and/or this Contest will be governed by the internal laws of the State of California.

**PUBLICITY:** Sponsor reserves the right to use all the Submissions to the Contest for publicity purposes prior to or after the Contest end date, in any media, and to use the name, likeness, hometown name, of any Contest Entrants, including all or part of their submission, in whole or in part, for publicity purposes throughout the world, without any compensation or prior review unless specifically prohibited by law. Selected Contestants will be required, as a condition of accepting a prize, to sign a declaration of eligibility, liability, and publicity release, allowing Sponsor to use the name, likeness, hometown name, submission, and winning testimonial and/or prize information of Selected Contestants as part of that publicity throughout the world, without any compensation or prior review unless specifically prohibited by law.

This Contest is void outside the U.S. and where prohibited or restricted by law, and subject to applicable federal, state provincial and local laws. Sponsor reserves the right to disqualify any entrant it finds to be tampering with the entry process or the operation of the Contest or violating these Official Rules.

**PRIVACY.** All personal information collected by Sponsor will be used for administration of the Contest and in accordance with Sponsor's privacy policy. Sponsor may also use the information to provide information about upcoming products and events related to Sponsor. Sponsor uses commercially reasonable efforts to comply with CAN-SPAM and Contestants may opt-out of receiving such communications pursuant to Sponsor's Privacy Policy. Any questions regarding

privacy matters should be directed to the address set out below. Please refer to Sponsor's privacy policy located at [www.jordanwinery.com](http://www.jordanwinery.com) for important information regarding the collection, use and disclosure of personal information by Sponsor.

OFFICIAL RULES. For a copy of these Official Rules or winners list, send your request to [marketing@jordanwinery.com](mailto:marketing@jordanwinery.com). Request must be received by October 30, 2017. Copyright © 2017, Jordan Winery. All rights reserved.