



## 2017 Technology Awareness Day Photography Contest Official Rules

### SPONSOR

Sponsor is BNSF Railway ("Sponsor" or "BNSF").

### TERM

The 2017 BNSF Railway's Technology Awareness Day Photography Contest ("Contest") begins December 9<sup>th</sup>, 2016 and ends January 20<sup>nd</sup>, 2017.

Photography contest registration must be completed at the time registration for the event is submitted by the designated Career and Technology Education (CATE) coordinator or Upward Bound coordinator at your school no later than **December 9th, 2016. Note: You must check the box for the particular contest you want to enter.**

Completed photography entries must be received by BNSF TAD Contest Committee no later than **January 20<sup>th</sup>, 2017. Entries received after this date will not be considered.**

Information on how to enter and prizes form part of these official rules ("Official Rules"). By submitting an entry, each entrant agrees to the Official Rules and warrants that his or her entry complies with all requirements set out in the Official Rules. This is a skill-based contest and chance plays no part in the determination of winners.

### WHO MAY ENTER

Eligibility:

Contest is open only to students of participating schools or programs who are in 9th through 12th grades at the time of entry.

One contest entry, per category submission, per student. There is no cost to enter the contest.

Past Grand Prize Winners are not eligible to participate in the category they won.

### HOW TO ENTER

Each Entry consists of

- A coversheet with the contest title, student's name, school, and grade
- An electronic and printed copy of the essay
- An electronic copy of one (1) image with the student's name, school, and grade as the title.
  - Example: JohnDoeMyHighSchool9.jpg OR JohnDoeMyHighSchool9.jpeg
- A printed copy the one (1) image with the contest title, student's name, school, and grade printed on the back of the image.



The theme for the essay and photograph is **"Building My Brand through Social Media."**

The contestant must explain how they would interpret the theme.

**Incomplete entries will not be considered.**

The coordinators have 3 ways to get contest entries to the contest chair - by email, U.S. postal mail, or drop off to BNSF. The contest co-chairs are Casie Sumners and Andrew Perillo. You may contact the TAD Contest Committee by email or phone: [Casie.Sumners@bnsf.com](mailto:Casie.Sumners@bnsf.com) (817-352-3960); [Andrew.Perillo@bnsf.com](mailto:Andrew.Perillo@bnsf.com) (817-352-0834). The coordinator should let the contest chair know which method is best.

Entries sent via US Mail/FedEx/UPS should be addressed to:

Casie Sumners at 2400 Western Center Blvd, Fort Worth, TX 76131

Your entry must comply with the following requirements (the "Entry Requirements"):

All photograph submissions must be in JPEG or JPG format.

Contestants can use any applicable camera system to capture their photos.

Minor burning, dodging, cropping, exposure/lighting correction and/or color correction is acceptable. Fish-eye lenses are acceptable. Any changes to the original Photograph not itemized here are unacceptable and will render the Photograph ineligible for a prize.

Photographs that include sculptures, statues, paintings, drawings, and other works of art will be accepted as long as they do not constitute copyright infringement or fraud. When photographing the work of others, it must be as an object in its environment and not a full-frame close up of another person's art.

If the image is a self-portrait, the contestant must note that they set up a self-timer or used a remote / other device to take the image.

The essay must adhere to the following guidelines:

- An original, unpublished work
- One page in length. Maximum two pages.
- Double-spaced, Times New Roman, 12-point font
- Contestants should proofread entries for spelling and grammar.

Each Entry must be developed with limited guidance from others.

Each Entry must be a single work of original material taken by the contest entrant.

By entering the Contest, entrant represents, acknowledges and warrants that the submitted Photograph and Essay are original works created solely by the entrant and that no other party has any right, title, claim or interest in the Photograph or the Essay.

Though you retain copyright in each image submitted, the digital image file(s) submitted will not be returned or acknowledged.

Obscene, provocative, inappropriate use of language or otherwise objectionable content will not be considered, and such determination is solely at the discretion of Sponsor.



The entries will be judged in accordance with the Judging Criteria, as defined below. All entries must be submitted and received by January 20, 2017. Proof of submission is not proof of receipt.

## LICENSE

Each entrant retains the copyright to his/her Photograph(s) and Essay(s), but explicitly grants Sponsor, its licensees, affiliates and their designees (collectively, the "Authorized Parties") an irrevocable, nonexclusive license for the duration of copyright to use each Photograph and Essay for advertising, marketing, and promotional purposes, in any and all media now known or hereafter created, including but not limited to publication in catalogs, brochures, blogs, and websites, at Authorized Parties' discretion, without additional consideration, notification, permission to entrant or any third party.

## CONTEST PRIZE

- One (1) Grand Prize Winner, one (1) Second Place Winner, and one (1) Third Place Winner will be selected.
- The top three finalists of each category will be recognized at Technology Awareness Day on **February 11, 2017. Winners must be present to receive their prize. If they are not available, the prizes will be awarded to the next highest qualifier present.**
- No prize transfer or assignment by winner permitted. No cash equivalent will be provided. Sponsor reserves the right to substitute prize in the event of unavailability.
- Odds of winning depend on the number of eligible entries received and skill of the entrant.

## JUDGING CRITERIA AND CONDITIONS

Judges will select the top entries by applying the following criteria ("Judging Criteria"):

- 1) Photographic Quality (75%)
  - a) Creativity / Originality
  - b) Composition
  - c) Technical excellence
    - i) Exposure Focus/sharpness
    - ii) Depth of field
    - iii) Color correctness
    - iv) Lighting
  - d) Content
    - i) Information
    - ii) Mood



- iii) symbolism
  - e) Adherence to theme
- 2) The quality of the Essay (25%)
- a) Quality (grammar, sentence structure, etc.)
  - b) Relationship to the photograph
  - c) Adherence to the theme

Decisions of the Judges are final.

### **LIMITATION OF LIABILITY**

By participating, participants agree to release, discharge and hold harmless BNSF Railway and its partners, affiliates, subsidiaries, tour operators, agents and their employees, officers, directors, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities and the acceptance and use, misuse, or possession of any prize awarded hereunder.

BNSF Railway assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms. BNSF is not responsible for any problems with or technical malfunction of any telephone network or lines, computer online systems, servers or providers, computer equipment, software, failure of any e-mail entry to be received on account of technical problems or traffic congestion on the Internet or at any Web site, human errors of any kind, or any combination thereof, including any injury or damage to entrants' or any other persons' computers related to or resulting from participation, uploading or downloading of any materials related to in this Contest.

### **CONDITIONS**

THIS CONTEST IS VOID WHERE PROHIBITED.

Participants also agree (a) to be bound by these Official Rules; and (b) that the decisions of the Judges are final on all matters relating to the Contest. In the event that the selected winner(s) of any prize are/is ineligible or refuses the prize, the prize will be forfeited and Sponsor, in its sole discretion, may choose whether to award the prize to the next highest qualifier present.

Regulations and conditions may apply.

### **RIGHT TO CANCEL OR SUSPEND CONTEST**

If for any reason the Contest is not capable of running as planned, due to infection by computer virus, bugs, worms, Trojan horses, denial of service attacks, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of BNSF that corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, BNSF reserves the right, at its sole discretion, to disqualify any individual(s) who tamper with the entry process, and/or to cancel,



terminate, modify, or suspend the Contest. If Sponsor elects to cancel or terminate the Contest, Sponsor will not retain any rights to the submitted photographs.

#### **DATA PRIVACY**

Entrants agree that personal data, especially name and address, may be processed, shared and otherwise used for the purposes and within the context of the Contest and any other purposes outlined in these Official Rules. Personal data will be used by Sponsor and its affiliates exclusively for the purposes stated herein.

#### **QUESTIONS**

Direct questions regarding technical requirements to [Casie.Sumners@bnsf.com](mailto:Casie.Sumners@bnsf.com) with "Photography Contest Question" in the subject line.