



“FINDING AWESOME” CONTEST

Nelson Kootenay Lake Tourism (NKLT) invites everyone to share their photos and videos when visiting the Nelson and Kootenay Lake region (Ainsworth Hot Springs, Balfour, Kaslo, Lardeau, Meadow Creek, Nelson). Everyone will be entered into the “Finding Awesome” Photo and Video Contest when adding the hashtag: **#findingawesome** to their social media posts.

Please read the following rules, terms and legal conditions before submitting your photos and/or videos. No purchase is necessary to enter or to win. Entry in this contest constitutes acceptance of the Official Rules as outlined below.

Short & Sweet Rules

- Snap a photo or create a short video (max 3 minutes) that shows you finding awesome in the Nelson and Kootenay Lake region.
- Upload your photo or video to Twitter, Instagram, or post it on NKLT’s Facebook wall
- Tag it with #findingawesome
- At the end of each season NKLT will choose their favourite photo and video that captures a sense of the “Adventure” or “Chill” in the region. Winners will be announced two weeks after the end of each season.
- Seasonal Entries:
 - SPRING (April, May, June): closes June 30, 2017
 - SUMMER (July, August): closes August 31, 2017
 - FALL (September, October, November): closes November 30, 2017
 - WINTER (December, January, February): closes February 28, 2018
- Photo Winners will receive \$250 CDN and an invitation (including one night accommodation) to our Screening Party in Nelson, March 2018
- Video Winners will receive \$500 CDN and an invitation (including one night accommodation) to our Screening Party in Nelson, March 2018



Official Rules

Entry Period

The Contests begins at 12:00 PM PST Friday, April 7, 2017 and ends at 11:59 PM PST Wed, February 28, 2018.

Method of Entry

- Photos
 - Post your photo on Facebook*, Instagram, or Twitter using #findingawesome
**Due to Facebook privacy setting you will need to post your photo directly onto Nelson Kootenay Lake Tourism Facebook wall*
- Videos
 - Videos are to be between 10 seconds and 3 minutes in length
 - Upload videos directly to Facebook*, Instagram, or Twitter using #findingawesome
**Due to Facebook privacy setting you will need to post your video directly onto Nelson Kootenay Lake Tourism Facebook wall*
 - Youtube or Vimeo links: users can submit a video link by submitting the link on Facebook or Twitter BUT MUST INCLUDE A SCREEN CAPTURE/IMAGE IN THE POST.

Any individual who attempts or encourages the use of false or misleading information will be disqualified at the discretion of Nelson and Kootenay Lake Tourism. There is no limit on the number of photos or videos that can be entered.

Nelson and Kootenay Lake Tourism reserves the right to cancel, modify, suspend or terminate the contest using its discretion in the occurrence of factors beyond its control. Any changes to the contest Terms and Conditions will be posted on <https://www.nelsonkootenaylake.com/findingawesome/contest>

Eligibility

The Nelson and Kootenay Lake Tourism "Finding Awesome" Photo and Video Contest is open to all contestants over the age of 18 regardless of residence or citizenship, so long as the laws of their jurisdiction allow participation.

Criteria

Nelson and Kootenay Lake Tourism encourages submission of captivating digital images and short videos that showcase how you find awesome within our region. The Nelson and Kootenay Lake Tourism region encompasses the area from Nelson, Balfour/Proctor/Harrop, Ainsworth Hot Springs, Kaslo, Meadow



Creek and the Lardeau Valley including Whitewater Ski Resort, Baldface, Retallack, White Grizzly, Selkirk Snowcat Skiing, Kokanee Creek Provincial Park, Kokanee Glacier Provincial Park and Goat Range Provincial Park.

Photos or videos that include deliberate damage to the environment, wildlife or person(s), put people or animals in danger, or infringe on human rights will be removed from the contest at the discretion of Nelson and Kootenay Lake Tourism. Inappropriate photos or videos will be removed from the contest at the discretion of Nelson and Kootenay Lake Tourism.

Photograph captions are encouraged that include a description of the subject, location and name of the photographer(s). Photo captions should accurately reflect the subject matter and location of the photo. Photos that have been digitally altered beyond recognition or depict a location outside of our region may be removed from the contest at the discretion of Nelson and Kootenay Lake Tourism. Watermarked photos will be disqualified.

Photos of any size and resolution, including images taken with a mobile device, may be submitted into the competition.

Videos must be horizontal and be between 10 seconds and 3 minutes in length. It is the responsibility of the contestant to secure rights for any music used; the use of rights-free music is highly recommended.

Photos and videos that have been previously published or screened for which non-exclusive rights were granted may be entered as long as you still maintain the right to grant Nelson and Kootenay Lake Tourism a right to 'the Content'. The winner must be able to disclose when and where the photo or video appeared previously upon request.

Winning Photos and Videos

Two winning photos and one winning video will be selected two weeks after the end of each season. Winners will be selected by Nelson Kootenay Lake Tourism. For photo submissions, the winner will be required to submit the highest resolution image possible (min 1MB) of the winning photo to info@nelsonkootenaylake.com before receiving the prize.

Photo and Video Rights

You will retain all rights to all photos and videos submitted in this contest, including ownership. Being selected as one of the winners of the photo or video contest, you irrevocably grant (or warrant that the owner of such materials expressly grants) Nelson and Kootenay Lake Tourism a royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce and create works of the entries, in whole or in part, in any media now existing or subsequently developed for any purpose including for



print or on the Internet. Usage includes but is not limited to, the Nelson and Kootenay Lake Tourism website, blog, press-releases, digital billboards, social media accounts and print materials such as postcards, brochures, posters, billboards, news articles, and any other promotional material. Entrants waive any and all claims and/or rights to receive any royalties or other compensation from Nelson and Kootenay Lake Tourism's use of the photograph or video.

Whenever possible, Nelson and Kootenay Lake Tourism shall credit the winning photographs and videos with the creator's full name.

Prizes

- \$250 CDN to each of the photo winners (4 seasons, and 2 winners each season)
- \$500 CDN to each of the video winners (4 seasons, and 1 winner each season)
- Winning photos and videos, plus other submissions will be shown at the Screening Party in March 2018
- Winners will be invited to attend the Screening Party and accommodation (1 night) will be provided
- Additional prizes will be awarded at the Screening Party to selected contest submissions that did not previously win
- A Grand Prize Winner will be chosen by Nelson Kootenay Lake Tourism and awarded at the Screening Party - \$1000

The prizes may not be substituted or altered in whole or in part for a prize of equal or greater value at the sole discretion of the Sponsor. Taxes, if any, related to the prizes are the responsibility of the individual winner. The prizes do not include any other item or expense not specially described and all additional expenses including, but not limited to travel expenses are the sole responsibility of the winner. Prizes cannot be transferred. Only the listed prizes will be awarded and no substitutions or cash equivalents will be made. Winners agree to accept the prize "as is" and entrants hereby acknowledge that Nelson Kootenay Lake Tourism is not liable for any warranty, representation or guarantee relative to the prize. If the winner does not wish to accept the prize as offered, the prize will be forfeited in its entirety.

I AGREE TO BE BOUND HEREBY AND INDICATE MY ACCEPTANCE OF THESE TERMS BY ENTERING THE CONTEST.