



To: Members of the RCRC Board of Directors
From: Dorothy Poole, External Affairs Coordinator
Maggie Chui, Senior Governmental Affairs Coordinator/Clerk of the Board
Date: June 7, 2021
Re: Rural County Photo Contest

Summary

This memo outlines the guidelines and submission requirements for RCRC's 5th Annual Rural County Photo Contest. The Rural County Photo Contest was created to promote tourism and local economic development through showcasing the beautiful landscape, scenery, activities, history, and charm of RCRC's member counties.

Issue

We invite the RCRC Board of Directors and their constituents to capture life in rural California by showcasing the beautiful landscape, activities and people in their communities. Whether it is a scenic waterway, wildlife, livestock, architecture, snowy landscape, seasons, farm and ranch photos, or a photo that captures the vibrant life and people in your community – we want to see and share your photos!

Beginning Thursday, July 1, 2021, RCRC will be accepting photos for the 2021 Rural County Photo Contest. Photos must be submitted no later than midnight on Saturday, July 31, 2021. A maximum of three photos may be submitted by one individual.

The contest is open to the general public. The winning photograph will be unveiled at the September RCRC Board of Directors Meeting.

Photo entries can be submitted at: photocontest@rcrcnet.org. All entries must include:

- Location where the photo was taken, including the county in which it was taken; and,
- Photographer's full name and email address.

Photographs must be submitted in high resolution .jpeg, .jpg., or .png. format no larger than 10 MB. All photographs must be the original work of the participant, or must have the photographer's written permission. By submitting a photo, you give RCRC the right to use the photo in any publication, social media platform, or website, without payment or other consideration.

The Rural County Photo Contest Official Rules are attached.

Judging Criteria

RCRC staff will evaluate all valid entries and select 3 finalist photos to present to the RCRC Board of Directors at the August RCRC Board of Directors Meeting. The photo with the highest number of collective votes will be deemed the winner. The winner will be notified via email shortly after the RCRC Board of Directors decide the winner.

Prize

The winning photo will be unveiled at the September RCRC Board of Directors Meeting and may be used in various marketing materials or work products throughout the next year.

Attachment

- Rural County Photo Contest Official Rules

**Rural County Representatives of California (RCRC)
2021 Rural County Photo Contest**

OFFICIAL RULES

NO PURCHASE NECESSARY.

A PURCHASE OR PAYMENT OF ANY KIND WILL NOT IMPROVE CHANCE OF WINNING.

THE CONTEST WILL BE JUDGED ON SPECIFIC CRITERIA AND HAS NO ELEMENTS OF CHANCE.

The “Rural County Representatives of California 2021 Rural County Photo Contest” (the “Contest”) is sponsored by Rural County Representatives of California (RCRC), having a corporate address of 1215 K Street, Suite 1650, Sacramento, California, 95814. Entrant’s (“entrant,” “you,” “your”) submission and participation in the Contest shall be governed by the Official Rules contained herein. The Contest is subject to all applicable federal, state, municipal and local laws. VOID WHERE PROHIBITED.

1. Contest open only to legal residents of United States. Entrants must also be at least eighteen (18) years of age. Employees, contractors, officers, and directors of Rural County Representatives of California and its subsidiary and/or affiliated entities, and their immediate family members are not eligible. If you do not meet these requirements, or any other eligibility requirements in these official rules, then you are not eligible to participate in this Contest.
2. All photographs must be submitted digitally in high resolution .jpeg, jpg., or png. format no larger than 10 MB at photocontest@rcrcnet.org. The digital photograph shall not have any text, “water mark” or logo on it.
3. The entire Contest begins on Thursday, July 1, 2021, at 8:00 A.M. Pacific Time (“PST”) and ends on Saturday, July 31, 2021 at 11:59 P.M. PST (the “Entry Period”).
4. Entrants will be asked to provide the following information along with their photographs: County where photograph was taken and photographers full name and email address.
5. You may enter up to three (3) photographs, and you may not use an agency or automated system to enter. RCRC reserves the right to reject any additional entries or entries that do not comply with these Official Rules. By entering, you indicate your unconditional agreement to, and acceptance of, these Official Rules and RCRC’s decisions, which are final and binding. You cannot enter the contest unless you comply with all requirements in these Official Rules.
6. Photographs previously produced for compensation and photographs already posted on RCRC’s Web pages or entered in any other Contest are not eligible.
7. Photographs must be taken in one of the 37 RCRC member counties: Alpine, Amador, Butte, Calaveras, Colusa, Del Norte, El Dorado, Glenn, Humboldt, Imperial, Inyo, Lake, Lassen, Madera, Mariposa, Mendocino, Merced, Modoc, Mono, Monterey, Napa, Nevada, Placer,

RURAL COUNTY REPRESENTATIVES OF CALIFORNIA

1215 K STREET, SUITE 1650 SACRAMENTO, CA 95814 PHONE: 916-447-4806 FAX: 916-448-3154 WEB: WWW.RCRCNET.ORG

ALPINE, AMADOR, BUTTE, CALAVERAS, COLUSA, DEL NORTE, EL DORADO, GLENN, HUMBOLDT, IMPERIAL, INYO, LAKE, LASSEN, MADERA, MARIPOSA, MENDOCINO, MERCED, MODOC, MONO, MONTEREY, NAPA, NEVADA, PLACER, PLUMAS, SAN BENITO, SAN LUIS OBISPO, SHASTA, SIERRA, SISKIYOU, SONOMA, SUTTER, TEHAMA, TRINITY, TULARE, TUOLUMNE, YOLO, YUBA

Plumas, San Benito, San Luis Obispo, Shasta, Sierra, Siskiyou, Sonoma, Sutter, Tehama, Trinity, Tulare, Tuolumne, Yolo, or Yuba County.

8. Submitted photographs may not contain material that is violent, inappropriate, sexually explicit, depicts nudity, or is indecent, obscene, hateful, tortious, defamatory, slanderous, or libelous, as determined by RCRC in its sole discretion.
9. Three finalist photographs will be selected from among all eligible submissions by RCRC staff at their sole discretion in accordance with the criteria set forth in this section. The finalist photographs will be voted upon by the RCRC Board of Directors at the August RCRC Board of Directors Meeting, and the finalist photo with the highest number of votes as determined by RCRC will be deemed the Grand Prize Winner. The finalist photo with the second-highest number of votes as determined by RCRC will be deemed the Second Place Winner, and the finalist photo with the third-highest number of votes as determined by RCRC will be deemed the Third Place Winner. Photographs will be judged on originality, technical excellence, composition, overall impact, artistic merit, and subject matter relevance to rural counties as determined by the Panel in its sole discretion. In the event of any potential tie, the winner of the tie will be selected based on subject matter relevance to rural counties. Decisions of RCRC shall be final and binding. Limit: one (1) prize per person.
10. The Grand Prize Winner will receive the following prize: Action Camera \$50 Gift Card. The Second Place Winner will receive the following prize: Action Camera \$25 Gift Card. The Third Place Winner will receive the following prize: Action Camera \$25 Gift Card. The prizes are non-transferable and non-exchangeable. Any and all prize related expense, including without limitation any and all federal, state and/or local taxes shall be the sole responsibility of the winner. In no event shall RCRC be obligated to award more prizes than the number of prizes stated in these Rules. The winners will be notified and the prizes will be fulfilled approximately 8-10 weeks after the conclusion of the Entry Period. **The odds of winning will depend on the number of eligible entries received.**
11. The winners will be required to complete and sign an Affidavit of Eligibility/Liability Release and (where imposing such condition is legal) a Publicity Release Form and any applicable forms required by tax authorities which may require a social security number (collectively, the “Prize Forms”), and to return the Prize Forms to RCRC within seven days of being notified. RCRC may disqualify any winner who fails to respond to the prize notification or fails to return the Prize Forms within the seven-day period and, at RCRC’s sole discretion, select an alternate winner. If any prize or prize notification is returned as undeliverable, a winner declines his or her prize, or a winner fails to comply with any of these Official Rules, that winner will be disqualified and an alternate winner may be selected by RCRC.
12. The Grand Prize Winner will be featured during the September RCRC Board of Directors Meeting and in related print, online, and social media presentations. RCRC may elect to feature other submitted photographs at its sole discretion.
13. By entering this Contest, you warrant and represent that all photographs you submit are your own original work, do not infringe on any copyright, invade any right of privacy, contain any defamatory, libelous or slanderous material, or violate any other right of any person or entity,

do not include or disclose any trade secrets, proprietary information or other confidential information, and are not otherwise contrary to law.

14. For any photograph submitted in which a person is recognizable, you must secure a release from the subject or, in the case of a minor, the subject's parent or guardian. Upon RCRC's request, each entrant must be prepared to provide (within five (5) calendar days of receipt of RCRC's request) a signed release from all persons who appear in the photograph submitted, and/or from the owner of any material that appears in the submitted photograph, authorizing RCRC and its licensees to reproduce, distribute, display, and create derivative works of the submitted photograph in connection with the Contest and promotion of the Contest, or for any other purpose, in any media now or hereafter known.
15. RCRC shall have no obligation (express or implied) to use any submitted photograph, or to otherwise exploit any submitted photograph or, if commenced, to continue the distribution or exploitation thereof, and RCRC may at any time abandon the use of the submitted photograph for any reason, with or without legal justification or excuse, and contestants shall not be entitled to any damages or other relief by reason thereof. RCRC has no obligation to publish or use or retain any photographs you submit or to return any photographs to you.
16. RCRC will not be responsible for: (a) any late, lost, misrouted, garbled, distorted, or damaged transmissions or entries; (b) telephone, electronic, hardware, software, network, Internet, or other computer or communications related malfunctions or failures; (c) any Contest disruptions, injuries, losses or damages caused by events beyond the control of RCRC or by non-authorized human intervention; or (d) any printing or typographical errors in any materials associated with the Contest.
17. By entering the Contest, entrants grant the RCRC a royalty-free, worldwide, perpetual, non-exclusive license to reproduce, display, distribute, and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any educational, promotional, publicity, exhibition, archival, scholarly and all other purposes. Any photograph reproduced will include a photographer credit as feasible. The RCRC will not be required to seek any additional approval in connection with such uses.
18. You agree that it is your sole responsibility to obtain all permissions necessary for the grant of the rights necessary contained in paragraph 17. You also agree to take, at RCRC's request, any further action (including, without limitation, execution of assignments, transfers, affidavits and other documents) reasonably necessary, as requested by RCRC, to effect, perfect, or confirm RCRC's rights in and to your photograph or other rights granted in these rules.
19. You further grant RCRC the right to use information that you provide as part of your submission, including your name, city, state, and contact information for the following purposes: (a) contact information will only be used to notify you in the event that you are selected as a finalist; and (b) Name, city, and county may be announced to the public in connection with winning and/or finalist photographs.
20. **General Release.** By entering the Contest, you release and hold harmless RCRC from any liability whatsoever, and waive any and all causes of action, related to any claims, cost, injuries, or damages of any kind arising out of or in connection with the Contest or delivery,

misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Entrants shall understand and agree that all rights under Section 1542 of the Civil Code of California ("Section 1542") and any similar law of any state or territory of the United States that they may have with respect to the release provisions herein are hereby expressly and forever waived. A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH, IF KNOWN BY HIM/HER MUST HAVE MATERIALLY AFFECTED HIS/HER SETTLEMENT WITH THE DEBTOR.

21. This Contest is subject to all applicable federal, state, and local laws and regulations. Issues concerning the construction, validity, interpretation and enforceability of these Official Rules shall be governed by the laws of the State of California, without regard to any principles of conflict of laws. All disputes arising out of or connected with this Contest will be resolved individually, and without resort to class action, exclusively by a state or federal court located in Sacramento, California. Should there be a conflict between the laws of the State of California and any other laws, the conflict will be resolved in favor of the laws of the State of California. To the extent permitted by applicable law, all judgments or awards shall be limited to out-of-pocket damages (excluding attorneys' fees) associated with participation in this Contest and shall not include any indirect, punitive, incidental, and/or consequential damages.
22. To request a list of winners, send a self-addressed, stamped envelope to: Rural County Representatives of California, 1215 K Street, Suite 1650, Sacramento, California, 95814 by Sunday, October 31, 2021. Any winner's list request that is received will be sent out after Monday, November 1, 2021.
23. Information submitted with an entry is subject to the Privacy Policy stated on the RCRC website. To read the Privacy Policy, visit: <https://www.rcrcnet.org/privacy-legal>