



## LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE OFFICIAL FACEBOOK PHOTO CONTEST RULES AND REGULATIONS

1. **Eligibility:** This Contest is open only to those who **email photo(s) to [lilyriverfoods@gmail.com](mailto:lilyriverfoods@gmail.com)** and who are **18 years of age or older** as of the date of entry. Each entry **MUST include an attachment of the form that includes: Name, Address, Age, email address, brief description of photo, photo name, along with a checked X in box that verifies that you have read all of the rules and regulations.** The **Contest is only open to legal residents of Wisconsin, Michigan, Minnesota and/or Illinois**, and is void where prohibited by law. Employees of Lily River Foods & On Wisconsin Outdoors Magazine and its affiliates, subsidiaries, advertising and promotion agencies, and suppliers, (collectively the “Employees”), and immediate family members and/or those living in the same household of Employees are not eligible to participate in the Contest. The Contest is subject to all applicable federal, state, and local laws and regulations. Void where prohibited.
2. **Agreement to Rules:** By participating, the Contestant (“You”) agree to be fully unconditionally bound by these Rules, and You represent and warrant that You meet the eligibility requirements. In addition, You agree to accept the decisions of Lily River Foods & On Wisconsin Outdoors Magazine as final and binding as it relates to the content of this Contest.
3. **Contest Period:** The photo contest will begin August 30, 2017 and ends no later than 11pm October 15, 2017. All winners will be notified no later than October 12, 2017. Voting from public will begin September 25, 2017-October 8, 2017 no later than 11 pm. First, second and third will be recognized/featured in On Wisconsin Outdoors Magazine (\*with a possibility of having photo be on front cover), featured in Lily River Foods newsletter and on Lily River Foods and On Wisconsin Outdoors Magazine Facebook pages. Once voting begins on Facebook by the public, only 1 vote per photo will be permitted and Lily River Foods & On Wisconsin Outdoors Magazine has the right to disqualify anyone. First, second and third will be recognized/featured in On Wisconsin Outdoors Magazine (\*with a possibility of having photo be on front cover), featured in Lily River Foods newsletter and on Lily River Foods and On Wisconsin Outdoors Magazine Facebook pages. Only 1 vote per photo will be permitted and Lily River Foods & On Wisconsin Outdoors Magazine has the right to disqualify anyone
4. **How to Enter:** The Contest must be entered by submitting an entry using the online form provided at [www.lilyriver.com](http://www.lilyriver.com) or at [www.onwisconsinoutdoors.com](http://www.onwisconsinoutdoors.com) entry must fulfill all Contest requirements, as specified, to be eligible to win a prize. Entries that are

incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of Lily River Foods & On Wisconsin Outdoors Magazine. Photos are to be emailed to [lilyriverfoods@gmail.com](mailto:lilyriverfoods@gmail.com). You may enter up to 3 photos. You must provide the information requested. You may not enter more times than indicated by using multiple email addresses, identities, or devices in an attempt to circumvent the rules. If You use fraudulent methods or otherwise attempt to circumvent the rules, your submission may be removed from eligibility at the sole discretion of Lily River Foods & On Wisconsin Outdoors Magazine. Once voting process starts on Facebook, can only vote once and those who do not adhere to these specifications may be disqualified at sole discretion of Lily River Foods & On Wisconsin Magazine.

5. Prizes: First place winner will win \$100 Kwik Trip gift Card, Photo in On Wisconsin Outdoor Magazine \*(possible cover photo), along with photographers bio & a bag of Lily River & Grandma's breeding; photo will appear in Lily River Foods newsletter & featured on Lily River Foods & On Wisconsin Outdoors Magazine Facebook pages; second place winner will be mentioned in On Wisconsin Outdoors Magazine, photo will appear in Lily River Foods newsletter & featured on Lily River Foods & On Wisconsin Outdoors Facebook pages and also will win a fish fry kit from Lily River Foods...included: Deep Fryer, BreaderBowl, Gallon of Crisco Oil, Bag of Lily River Breeding, Grandma's Homestyle Breeding, Premix Batter, Beer Batter, Uncle Mikes Breeding, Panko Breadcrumbs and even Cajun Style Breeding; third place winner will get mentioned and photo may appear in On Wisconsin Outdoors Magazine, Lily River Foods newsletter and Lily River Foods & On Wisconsin Outdoors Magazine Facebook pages and will win a case of Lily River Breeding. The specifics of the prize shall be solely determined by Lily River Foods & On Wisconsin Outdoors Magazine. No cash or other prize substitution shall be permitted except at Lily River Foods & On Wisconsin Outdoors Magazine discretion. The prize is nontransferable. Any and all prize-related expenses, including without limitation any and all federal, state, and/or local taxes, shall be the sole responsibility of Winner. No substitution of prize or transfer/assignment of prize to others or request for the cash equivalent by Winner is permitted. Acceptance of prize constitutes permission for Lily River Foods & On Wisconsin Outdoors Magazine to use Winner's name, likeness, and entry for purposes of advertising and trade without further compensation, unless prohibited by law. All eligible photos may be used and posted to Lily River Foods Facebook page.
6. All photos must include pictures of the "Great Outdoors" ...hunting, fishing, beauty in nature such as animals, birds, fish, deer in their natural habitat such as in an outdoor setting, water, land, nature etc. in order to be qualified. You may include a photo of yourself in the photo as long as the photo adheres to contest rules.
7. We want you to capture the "Great Outdoors." Consider how your photos illustrate the beauty in the wonderful states in which you live in.
8. This photo contest is conducted by Lily River Foods & On Wisconsin Outdoors Magazine whose decisions are final on all matters. All photos submitted to the contest come with the right for Lily River Foods & On Wisconsin Outdoors Magazine to use submitted photos in print publications, social and digital media.
9. By adding photos to the Facebook competition gallery you are granting permission for these images to be used by Lily River Foods & On Wisconsin Outdoors Magazine for online communications. By submitting your photo, you understand and agree that Lily

River Foods & On Wisconsin Outdoors Magazine has no obligation to publish your photo. You must be the author/copy write holder of all images submitted.

10. Winner Selection All eligible entries received during the submission period will be gathered into a database at the end of the submission period. 10 photos will be chosen by Lily River Foods that are deemed qualified by contest rules: clarity, resolution, theme, etc. On Wisconsin Outdoors Magazine will then choose the top 5 photos from those 10 for the public to then start voting on. Top 3 will be chosen: Most votes will be 1<sup>st</sup> place, second number of votes second place and 3<sup>rd</sup> top votes will receive 3<sup>rd</sup> place.
11. \*Second part of the contest is the possible chance at landing the front cover for On Wisconsin Outdoors Magazine. On Wisconsin Outdoors Magazine will be the final judge and has the right to reject any photos not deemed a high "quality" photo, vertical composition and doesn't fit the criteria to make a good cover photo for the maximum visual impact. Please visit [www.onwisconsinoutdoors.com](http://www.onwisconsinoutdoors.com) for examples of past issue cover photos for inspiration.
12. The winners will be announced on or about October 9 on or about 11:00 PM. Announcement and instructions for prize will be sent to the email address supplied on the potential prize winner's entry form & announced on Lily River Foods & On Wisconsin Outdoors Magazine Facebook pages within (2) days following selection of winner. Each entrant is responsible for monitoring his/her email account for prize notification and receipt or other communications related to this contest. Lily River Foods & On Wisconsin Outdoors Magazine have no liability for Winner's failure to receive notices due to spam, junk email or other security settings or for Winner's provision of incorrect or otherwise non-functioning contact information. If a potential winner cannot be reached by Administrator within (5) days after contest ends using the contact information provided at the time of entry or if the prize is returned undeliverable, that potential prize winner shall forfeit the prize and a new winner will be chosen. If a potential winner fails to comply with these official rules, that potential winner will be disqualified. Prizes may not be awarded if an insufficient number of entries are received. Once all winners have been verifying a list of winners will be announced via Lily River Foods & On Wisconsin Outdoors Facebook pages. ANY VIOLATION OF THESE OFFICIAL RULES BY WINNERS (AT LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE'S SOLE DISCRETION) WILL RESULT IN WINNER'S DISQUALIFICATION AS WINNER OF THE CONTEST, AND ALL PRIVILEGES AS WINNER WILL BE IMMEDIATELY TERMINATED.
13. Rights Granted by You: By entering this content (e.g., photo, video, text, etc.), You understand and agree that LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE, anyone acting on behalf of LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE, LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE's licensees, successors, and assigns, shall have the right, where permitted by law, to print, publish, broadcast, distribute, and use in any media now known or hereafter developed, in perpetuity and throughout the World, without limitation, your entry, name, portrait, picture, voice, likeness, image, statements about the Contest, and biographical information for news, publicity, information, trade, advertising, public relations, and promotional purposes. without any further compensation, notice, review, or consent. Optional verbiage for
14. Contests: By entering this content, You represent and warrant that your entry is an original work of authorship, and does not violate any third party's proprietary or intellectual property rights. If your entry infringes upon the intellectual property right of

another, You will be disqualified at the sole Lily River Foods & On Wisconsin Outdoors Magazine. If the content of your entry is claimed to constitute infringement of any proprietary or intellectual proprietary rights of any third party, You shall, at your sole expense, defend or settle against such claims. You shall indemnify, defend, and hold harmless Lily River Foods & On Wisconsin Outdoors Magazine from and against any suit, proceeding, claims, liability, loss, damage, costs or expense, which Lily River Foods & On Wisconsin Outdoors Magazine may incur, suffer, or be required to pay arising out of such infringement or suspected infringement of any third party's right.

15. Terms & Conditions: LILY RIVER FOODS & ON WISCONSIN OUTDOORS MAGAZINE reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest should virus, bug, non-authorized human intervention, fraud, or other cause beyond Lily River Foods & On Wisconsin Outdoors Magazine's control corrupt or affect the administration, security, fairness, or proper conduct of the Contest. In such case, Lily River Foods & On Wisconsin Outdoors Magazine may select the Winner from all eligible entries received prior to and/or after (if appropriate) the action taken by Lily River Foods & On Wisconsin Outdoors Magazine. Lily River Foods & On Wisconsin Outdoors Magazine reserves the right, in its sole discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the Contest or website or violates these Terms & Conditions. Lily River Foods & On Wisconsin Outdoors Magazine has the right, in its sole discretion, to maintain the integrity of the Contest, to void votes for any reason, including, but not limited to: multiple entries from the same user from different IP addresses; multiple entries from the same computer in excess of that allowed by Campaign rules; or the use of bots, macros, scripts, or other technical means for entering. Any attempt by an entrant to deliberately damage any website or undermine the legitimate operation of the Campaign may be a violation of criminal and civil laws. Should such attempt be made, Lily River Foods & On Wisconsin Outdoors Magazine reserves the right to seek damages to the fullest extent permitted by law.
16. Limitation of Liability: By entering, You agree to release and hold harmless Lily River Foods & On Wisconsin Outdoors Magazine and its subsidiaries, affiliates, advertising and promotion agencies, partners, representatives, agents, successors, assigns, employees, officers, and directors from any liability, illness, injury, death, loss, litigation, claim, or damage that may occur, directly or indirectly, whether caused by negligence or not, from: (i) such entrant's participation in the Contest and/or his/her acceptance, possession, use, or misuse of any prize or any portion thereof; (ii) technical failures of any kind, including but not limited to the malfunction of any computer, cable, network, hardware, or software, or other mechanical equipment; (iii) the unavailability or inaccessibility of any transmissions, telephone, or Internet service; (iv) unauthorized human intervention in any part of the entry process or the Promotion; (v) electronic or human error in the administration of the Promotion or the processing of entries.
17. Facebook: If you use Facebook to communicate or administer a contest or sweepstakes, include the following: The Contest hosted by Lily River Foods & On Wisconsin Outdoors Magazine is in no way sponsored, endorsed, administered by, or associated with Facebook. "This Competition is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Lily River Foods & On Wisconsin Magazine and not to Facebook. The information you provide will be used for

this competition only and will not be shared with any other party outside Lily River Foods & On Wisconsin Outdoors Magazine and will not be used for other purposes in future dealings with Lily River Foods & On Wisconsin Outdoors Magazine. **Unacceptable Entry Methods:** You aren't allowed to ask people to do any of the following actions to enter a Facebook Contest: Share a Page, Tag yourself in a photo that they aren't in, Post on their own Timeline and/or Share on a friend's Timeline.

18. Kwik Trip is no way sponsored, endorsed or administered by, or associated with Lily River Foods & On Wisconsin Outdoor Magazine Facebook Photo Contest.

**Facebook Disclaimer:** "This Contest" is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Lily River Foods & On Wisconsin Magazine and not to Facebook. The information you provide will be used for this competition only and will not be shared with any other party outside Lily River Foods & On Wisconsin Outdoors Magazine and will not be used for other purposes in future dealings with Lily River Foods & On Wisconsin Outdoors Magazine.

**Unacceptable Entry Methods:** You aren't allowed to ask people to do any of the following actions to enter a Facebook Contest:

- Share a Page
- Tag yourself in a photo that they aren't in
- Post on their own Timeline
- Share on a friend's Timeline

**\*On Wisconsin Outdoors Magazine Possible Front Cover Disclaimer:**

1. All photos must be vertical in composition (or enough space if horizontal to be cropped vertical and still have good orientation & resolution)
2. If selected for cover, photo MUST be a high resolution when blown up to 8x10 at 300 dpi
3. On Wisconsin Outdoors Magazine has the right to reject any photos not deemed "quality" photos; however, all winners will get their photos in On Wisconsin Outdoors Magazine highlighting his/her photo.

Name (First) & (Last)

Email Address

Age

Address

Photo Name

Brief Description of Photo (ex: where was photo taken)

By checking here, You, the Contestant, have affirmatively reviewed, accepted, and agreed to all of the Official Rules and terms set forth for the Lily River Bread-ing & On Wisconsin Outdoors magazine Facebook Photo Contest.

Please initial