

## Instagram Photo Contest

### Objective

To increase awareness of Biathlon, in Alberta and engage participants to post their experiences training and racing . Post photos using @biathlionalberta and #biathlionalberta

### Theme

Encourage participants to submit photos of how they train, volunteer and race in the sport of biathlon.

### How will the winners be chosen

Winners will be chosen based on “the number of likes”. The post with final decision being made by a Jury made up of the Biathlon Alberta Board of Directors

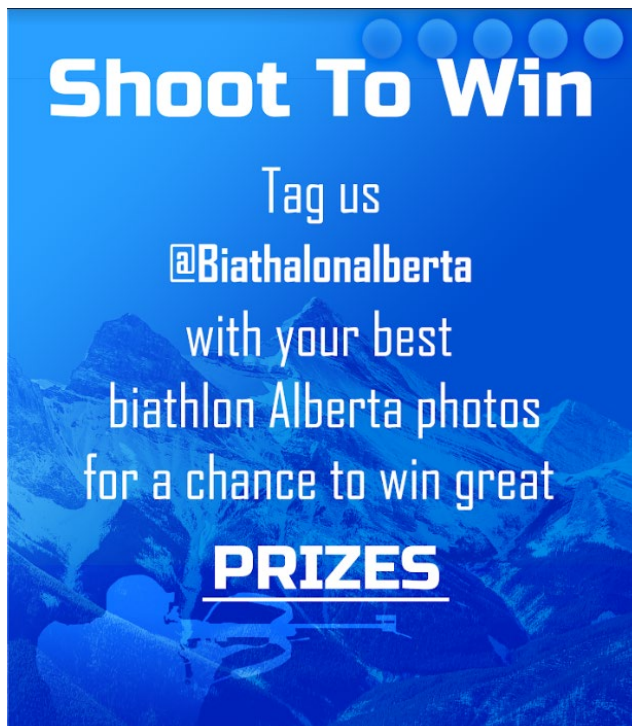
### Award

Contest will run from November 20<sup>th</sup> (Calforex Cup 1) to March 31, 2019 (National Biathlon Championships)

One Award will be given at each of the Calforex Cups in the form of small prize/merch, with a final reward of “ X” given at the end of the contest ( Biathlon Nationals)

To receive an award, the recipient must be following Biathlon Alberta’s Instagram page, and live in Canada

### Sample Instagram Ad



Share your best Biathlon Alberta picture, to win great prizes at each of the Calforex Races, as well as a grand prize of XXXX.

Use the Hashtag @biathlionalberta when you enter a description of the photo

@biathlionalberta #biathlionalberta

Official Rules available by visiting [www.albertabiathlon.ca](http://www.albertabiathlon.ca)

## **Official Rules**

**PROMOTION DESCRIPTION:** #biathlionalberta” Contest (the “**Contest**”) begins on or about November 20, 2019 and ends March 31st (the “**Promotion Period**”). During the Promotion Period, entrants will have the opportunity to upload a personal photograph (collectively, a “**Submission**”) that best demonstrates Biathlon in Alberta. By participating in the Contest, each entrant unconditionally accepts and agrees to comply with and abide by these Official Rules and the decisions of Biathlon Alberta (“**Sponsor**”) which shall be final and binding in all respects.

**ELIGIBILITY:** The Contest is open only to entrants who are following Biathlon Alberta’s Instagram page and residents of Canada

**HOW TO ENTER:** To participate in the Contest, you must have an Instagram account. During the Submission Period, upload your own personal favorite picture that best demonstrates Biathlon in Alberta. Upload your Submission to your Instagram account with the hashtag #biathlionalberta (the “**Hashtag**”) during the Submission Period. Once you upload your Submission to your Instagram account using the Hashtag, you receive one (1) Submission into the Contest. Your Submission must include the Hashtag in order to be eligible. Your Instagram account must be set to permit public viewing of your photos in order to receive your Submission. You must be following Biathlon Alberta’s Instagram page. By using the Hashtag in connection with your Instagram post, you are acknowledging and agreeing that Sponsor has the right to stream your post through the Instagram API or otherwise use your post.

**NOTE:** Any entrant who incorporates any intellectual property or material owned by a third party into his or her Submission does so at his or her own risk. Without in any way limiting, expanding or amending the Terms of Use policy residing on

**WINNER SELECTION AND NOTIFICATION:** On or about April 5, 2019, a panel of judges from Biathlon Alberta will select the final prize, prizes will also be awarded during Calforex Cup Events.

### **Prizes:**

**Grand Prize:** One (1) Grand Prize is available.

**CONDITIONS ON PARTICIPATION IN PRIZES.** The prizes awarded at events, must be ‘picked up’ by the prize winner, or at a location designated by Biathlon Alberta. No prizes will be mailed/shipped to the winner

**REPRESENTATIONS AND WARRANTIES/INDEMNIFICATION:** Each person who enters this Contest represents and warrants as follows: (i) the Submission is the entrant's own original, previously unpublished, and previously unproduced work; is wholly original with entrant, and as of the date of submission, is not the subject of any actual or threatened litigation or claim; (iii) the Submission does not and will not violate or infringe upon the intellectual property rights or other rights of any third party; and (iv) the Submission does not and will not violate any applicable laws, and is not and will not be defamatory or libelous. Each entrant hereby agrees to indemnify and hold the Promotion Entities harmless from and against any and all third party claims, actions or proceedings of any kind and from any and all damages, liabilities, costs and expenses relating to or arising out of any breach or alleged breach of any of the warranties, representations or agreements of entrant hereunder.

**PUBLICITY RELEASE:** By participating in the Contest, in addition to any other grants which may be granted in any other agreement entered into between Sponsor and any entrant in or winner of the Contest, each entrant irrevocably grants the Promotion Entities and their respective successors, assigns and licensees, the right to use such entrant's name, likeness, biographical information and Submission, and any individual(s) participating therein, in any and all media in connection with the Website or the Contest or the marketing and promotion thereof and hereby release the Promotion Entities from any liability with respect thereto.

**MISCELLANEOUS:** This Contest is in no way sponsored, endorsed or administered by, or other associated with Instagram, Inc. You understand that you are providing your information to Sponsor and not to Instagram.