

GREAT SHOT PHOTO CONTEST: ASSIGNMENT EMOTION AND FREEZE THE FRAME: OFFICIAL RULES

Promotion Period: The Promotion period is from 12:01 AM (all times Eastern Daylight Time) January 7th, 2025 to 11:59 PM January 31st, 2025 (the "Promotion Period"). All entries must be received before the expiration of the Promotion Period to be eligible to win a prize.

How to Enter: You may enter one of two ways: Instagram: To enter using this method, visit www.instagram.com and upload your photograph(s) during the Promotion Period. In the caption, include #BalfourGreatShot25 and @BalfourYearbooks. One image per day, per IP address can be submitted during the contest.

Web: To enter using this method, visit <https://forms.gle/RotCYbbo8iHAj4eV7>, complete the entry form and upload your photograph(s) during the Promotion Period. One entry per individual per day may be submitted over the course of the contest. Prizes: The prizes are as follows: 1. One first place winner in each category will receive a \$500 Visa® gift card. 2. One second place winner in each category will receive a \$250 Visa® gift card. 3. One third place winner in each category will receive a \$100 Visa® gift card. 4. One first place winner in the K-8 category will receive a \$300 Visa® gift card. 5. One second place winner in the K-8 category will receive a \$100 Visa® gift card. 6. Two People's Choice winners - based on gallery voting - will receive \$50 Visa® gift cards.

Each potential winner will be notified by email not later than February 25, 2025. Odds of winning a prize depend on the number of eligible entries received. Prizes returned as undeliverable or otherwise not claimed within 30 days after delivery of notification will be forfeited. All claims following this date will be invalid. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Balfour reserves the right to substitute a prize of equal or greater value for any prize. Limit one prize per entrant.

Participation and Eligibility: The Great Shot photo contest is open to any active yearbook staff member for the current school year. The submitted photograph(s) must have been taken for the school yearbook or journalism program during the 2024-25 school year (and be suitable for family viewing as determined by Balfour at its sole discretion). The images do not have to have been featured in the yearbook. Photo illustrations that have been enhanced using a digital imaging application or other method will also be accepted.

Photo Requirements: All submitted photographs must meet the following requirements: • File size: Up to 20 MB • File format: JPEG or PNG, measuring at least 1,200 pixels on the longest side
Winner Selection:

Winning photographs will be selected on or about February 9, 2025 by a panel of qualified judges based on the following criteria: (1) most interesting and original photograph representing sport action, or expressions; and (2) overall quality of the photograph (including photo composition techniques).
Rights to Photograph: By submitting a photograph in the Promotion,

you hereby grant to Balfour (and Balfour's licensees and assigns) a perpetual, irrevocable, royalty-free, worldwide, nonexclusive license to publish, reproduce, display, perform, distribute, adapt, edit, modify, translate, create derivative works based upon, and otherwise use and sub-license your photograph, or any portion thereof (including without limitation any names, likenesses, or persons shown in the photograph), in connection with the Promotion and for any other purpose (including without limitation for entertainment, instruction/education, advertising, marketing, promotional and/or publicity purposes), and to incorporate your photograph into other works in any manner, form, media or technology now known or later developed. Balfour will have no obligation to publish or use or retain any photograph you submit or to return any photograph or promotion entry materials to you.

You agree that it is your sole responsibility to obtain all permissions and releases necessary for the grant of the rights contained in this paragraph. You also agree to take, at Balfour's expense, any further action (including, without limitation, execution of affidavits, licenses, and other documents) reasonably requested by Balfour to effect, perfect, or confirm Balfour's rights set forth above in this paragraph. You will not be entitled to compensation for any use by Balfour, or its agents, licensees or assignees, of your photograph.

General Terms and Conditions: One entry per photographer may be submitted per day. No purchase or payment of any kind necessary to enter or win. Promotion is open only to legal residents of the United States, (including Puerto Rico and the District of Columbia) age 13 years and over. Directors, officers and employees of Balfour & Co., its parent and any of its respective affiliate companies, subsidiaries, agents, professional advisors, advertising and promotional agencies, and immediate families of each are not eligible to win prizes. Receipt of entries will not be acknowledged. Balfour shall not be responsible for late, lost, illegible, incomplete, damaged, or misdirected entries and accept no responsibility for any injury, loss, or damage of any kind resulting from an entrant's participation in this Promotion. Balfour reserves the right to amend these Official Rules or to terminate this Promotion.

By entering, entrants certify that they have complied with these Official Rules and are eligible to win. By entering, entrants agree to be bound by these Official Rules and by the decisions of the judges, which are final and binding in all respects. The Promotion and all accompanying materials are copyright ©2025 Balfour. All rights reserved. Balfour® is a registered trademark of Balfour & Co., an affiliate of Taylor Publishing Company, dba Balfour Yearbooks.