



### **I. Contest Theme:**

#EmbraceEquality! In honor of Women’s History Month and International Women’s Day on March 8, U.S. Consulate General Mumbai is holding the #EmbraceEquality photo contest.

### **II. How to Enter:**

Take an original still photo that reflects the theme of the contest, “Embrace Equality.” Both women and men can be active professionally across fields, as well as heroes in their communities or within their own homes. Capture an action shot that includes a woman or girl to celebrate gender equality. Photos need to be the original work of the contestants, and to be shot in India within the past two years. This contest is open to Indian nationals residing in the five states of the consular district: Chhattisgarh, Goa, Gujarat, Madhya Pradesh, and Maharashtra. Once a photo is submitted, it is considered a final submission and may not be modified or edited, or replaced. Contestants may submit no more than five photos, and only one photo will be eligible for a prize. Participation in this contest is automatically deemed as acceptance of these Official Contest Rules. A photo submission must be an original photograph taken by the submitter.

#### **a. Photo Submission:**

There are two ways to submit photos:

(i) Email: Photos must include a caption. Contestants will also be required to include their (i) Name, (ii) Address, (iii) Age, (iv) Phone number, (v) Number of Photos Submitted and (vi) Location where the photo was shot. The photo(s) should be submitted via email to MumbaiPublicAffairs@gmail.com.

(ii) Twitter: Follow us at @USAndMumbai, tweet your photo, mention @USAndMumbai, and use the hashtag # EmbraceEquality. Don’t forget a caption.

#### **b. Retouching of Photos:**

The submitted contest photograph cannot be significantly retouched: nothing in the photographs (people, animals, scenery, objects, etc.) may be altered, removed, augmented or rearranged. Cropping is permitted, as is modest darkening or lightening of parts of the image.

### **III. Content Requirements**

Entries CANNOT:

- be sexually explicit or suggestive, or derogatory of any ethnic, racial, gender, religious, professional or age group or the disabled, be profane or pornographic, or contain nudity;
- promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- defame, misrepresent or contain disparaging remarks about other people or companies;
- contain any prominent use of trademarks, logos or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others as determined by the U.S. Consulate General, Mumbai, or advertise or promote any brand or product of any kind, or contain any personal

identification, such as license plate numbers, personal names, e-mail addresses or street addresses;

- contain prominent copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) as determined by the U.S. Consulate General, Mumbai;
- contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission;
- communicate messages or images inconsistent with the positive images and/or goodwill to which the U.S. Consulate General, Mumbai wishes to associate;
- depict and cannot itself be in violation of any law or otherwise; nor
- depict or otherwise identify a minor unless a parent or legal guardian is the entrant.

#### **IV. Eligibility:**

1. Contestants must be at least 16 years old.
2. The contest commences on Friday, March 4, 2016, and closes at 23:59 on Sunday, March 27, 2016. The person submitting the photo will be considered the contestant and will be the only person eligible to compete for the prize.
3. Employees of the U.S. Government and their families, and employees and family members of the co-sponsors, will not be eligible to participate in this competition.
4. Submission by email should be in .jpg, .gif, or .png format and no larger than a five (5) megabytes (mb) file size.
5. Submissions should not have any visible watermarks, signatures, or personally identifiable information.
6. Contestants must be physically present in one of the 5 states of Western India: Chhattisgarh, Goa, Gujarat, Madhya Pradesh, or Maharashtra.

#### **V. Selection of Winners:**

##### **Judging Criteria**

All photos will be screened by well-known Indian photographers and a panel of officials from the Consulate General of the United States of America, Mumbai. The criteria for judging are: 1. Originality 2. Creativity 3. Effectiveness 4. Photo Quality

#### **VI. Categories:**

- Best Overall
- Best Composition
- Best Story
- Most Thematic
- Best TwitPic

If a potential winner does not respond and comply with the instructions in the direct message within ten (10) days after we send the direct message, he/she will forfeit the prize and we may award the prize to an alternate entrant.

#### **VII. Terms & Rights:**

By entering you represent and warrant and agree that:

- You have photographed and submitted the Entry.
- The Photograph is a picture of you (if applicable) or you have received permission from the person(s) depicted in the Photograph (“Third Party Participant”) (if applicable) and that all elements of your Entry submitted by you are original and are not copied from any other work, and do not infringe upon the rights of any third party and to the extent any elements were created by a third party (“Third Party Participant”), you own all right, title and interest to said elements which is part of your Entry, to enable you to grant the rights granted herein.
- If a Third Party Participant is a minor you are that minor’s parent or legal guardian.
- You retain ownership of the Entry(ies) you submit, however, by entering, you, on behalf of yourself and any Third Party Participants, grant the U.S. Consulate General, Mumbai the perpetual, fully-paid, irrevocable, non-exclusive license to publish, reproduce, prepare derivative works of, distribute, display, exhibit, transmit, broadcast, televise, digitize, otherwise use, and permit others to use and perform throughout the world the photograph and Entry in any manner, form, or format now or hereinafter created, including on the Internet, and for any purpose, including, but not limited to, advertising or promotion of Contest Entities and Contest all without further consent from or payment to you, including those Entry(ies) which were not selected.
- By submitting your Entry(ies), you agree that the U.S. Consulate General, Mumbai has no obligation to post or publish your Entry, that all such postings or publication, if any, will be in the U.S. Consulate General, Mumbai’s sole discretion and that the posting or publication of an Entry does not guarantee the Entry will be selected as a winner.
- By submitting an Entry, each entrant understands and grants to the U.S. Consulate General, Mumbai permission for his/her Entry to be posted on the Consulate’s Flickr, Facebook, and web pages in perpetuity throughout the world for viewing on online platforms.
- The U.S. Consulate General, Mumbai is not responsible for any unauthorized third party use of any Entry.
- Entries will not be acknowledged and will not be received or held “in confidence” and a submission does not create a confidential relationship or obligation of secrecy between you and the U.S. Consulate General, Mumbai or any of its affiliates.
- Each Entry must not infringe upon the copyrights, trademarks, rights of privacy, publicity, or other intellectual property or other rights of any person or entity.
- If the Entry contains any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, the entrant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by the U.S. Consulate General, Mumbai in the manner set forth in these Official Rules.
- The U.S. Consulate General, Mumbai reserves the right to request proof of these permissions in a form acceptable to them from any entrant at any time.
- By submitting an Entry, entrant warrants and represents that he/she consents to the submission and use of the Entry in the Contest, and to its posting on the U.S. Consulate General, Mumbai or other USG web pages.

The U.S. Consulate General, Mumbai reserves the right to disqualify any Entry for any reason, in its sole and absolute discretion. The U.S. Consulate General, Mumbai is under no obligation to disclose why an Entry has been disqualified other than the Entry was ineligible under these Official Rules. Furthermore, the U.S. Consulate General, Mumbai reserves the right to not award any prize if, in its sole and absolute discretion, it does not receive a sufficient number of eligible and qualified entries in the entry period.