

## See your photography, and your name on a bottle of Bon Niche wine!

Whether photography is your passion, or just an occasional pastime, we invite you to participate in our continuing Bon Niche Cellars photo gallery competition, illustrating the vision and emotion of being in a good niche.

Bon Niche means Good Niche, or very loosely translated “A Very Good Place”. This can mean something different to everyone; let your imagination run wild as you go through your photo files in search of your interpretation of “A Very Good Place”.

We are looking for photos, to print on wine labels, in the following categories:

- Windows (Fenêtres)
- Doors and entries (L'entrée)
- Chemin (Path)
- Arches (Voûtes)
- Vacation Spots (Voyage)
- Lighthouses or shorelines (Par La Mer)
- Unique chairs or thrones (Une Chaise)
- Or inspire us with a French translation of your “very good place”

Selected photos will be used for labels of Bon Niche Cellars wines and will change with each vintage. Both amateur and professional photographers are welcome to participate. Photos may be submitted throughout the year, however entries for future vintages must be received by November 15th each year. Please see eligibility details for complete information.

### OFFICIAL RULES

*No purchase or payment necessary to enter or win*

**Photo Eligibility** To enter, you must be at least 21 years of age. All photos must be in color and the subject must be relevant to **Bon Niche Cellars** in one of the following categories:

- Windows (Fenêtres)
- Doors and entries (L'entrée)
- Chemin (Path)
- Arches (Voûtes)
- Vacation Spots (Voyage)
- Lighthouses or shorelines (Par La Mer)
- Unique chairs or thrones (Une Chaise)
- Or inspire us with a French translation of your “very good place”

**Photo Formats** Entries may be color prints or digital images. Black and white images are not eligible. Please read the specific guidelines for submitting prints and digital images.

**Photographer/Copyright** Entries must be submitted by the original photographer. Do not submit a photo taken by someone other than you. You must be the sole owner of the copyright of any image submitted. Your submission of the photo and entry form is your guarantee that you are the author and copyright holder of the photo.

**Number of Entries** Individual are not restricted to a single photo, and may submit photos for future vintage years at any time.

**Photo Subject Restrictions** Photos must be appropriate for posting on a public website. Questionable content will not be considered. Bon Niche Cellars retains sole discretion as to what constitutes inappropriate content. Photos containing recognizable people will be disqualified.

**Return of Photos** Photos, regardless of the medium, will not be returned. Please do not send your only copy of a photo.

**Ownership/Use Rights** By entering the competition, photographers agree to have their submitted photograph displayed on consumer wine labels, the Bon Niche Cellars website, and other promotional materials for Bon Niche Cellars without any fees or other form of compensation and agree that Bon Niche Cellars may display winning photos online and in an a photo gallery, and may make and retain copies of the photograph for archival purposes. Photos will be credited to the photographer named in the entry form. All entries (including non-winning entries) may be selected for display or use in other marketing materials, with permission from the photographer. Entrants agree that Bon Niche Cellars may contact them to obtain permission for use of photos in this way. Entries will be used by Bon Niche Cellars on items for advertising or sale. Wine Labels will be printed in accordance with the legal requirements of the Alcohol and Tobacco Tax and Trade Bureau (TTB). In the event that ownership of any photograph submitted to Bon Niche Cellars is contested in any manner, Bon Niche Cellars retains the discretion to disqualify that photograph and discontinue use of the photograph.

**How to Enter** Digital photos may be submitted via email when accompanied by the completed entry form. Prints may be mailed along with completed entry forms to Bon Niche Cellars (see further instructions below). Each entry must be accompanied by a separate entry form. If you are submitting multiple entries, be sure to indicate clearly which form belongs with each photo.

**Judging** Entries will be selected on the basis of creativity, photographic quality, and effectiveness in conveying the beauty and/or unique character of “A Very Good Place” in one of the competition categories. A Bon Niche Cellars panel will

judge the entries and all decisions are final. Entries that fail to comply with the Official Rules will be disqualified. The Bon Niche Cellars panel will include professionals in graphic design, website design, website development, marketing and public relations.

**Prizes** Winners will have their photo reproduced on the wine bottle label along with their name. Credits will also be listed on the Bon Niche Cellars website. Gifts of wine, up to one case per winner, per photo, will be given based upon the legal requirements of the home state of the winner. All ABC regulations will apply.

**Winners** Judges will select eligible photos for the categories on a continuing as needed basis. Bon Niche Cellars will choose one winner per category, per vintage year or may replace categories, as new wine blends or varietals are released. Finalists will be notified approximately 3-4 weeks after submission by email using the information on the entry form. Winning photographs, along with the photographer's name, email address (optional) and information about the photo, will be displayed on the Bon Niche Cellars website. No financial compensation is provided to winners.

### **Submitting Digital Images**

Digital images should be submitted via email accompanied by a scanned copy of the completed entry form. Images should be formatted to 72 dpi and no smaller than 450 by 338 pixels. Panoramic photos are not eligible. Images should be submitted in JPG (at high quality) or TIFF format. File sizes must be less than 500K per image. Images must be in natural color. Black and white, sepia tone, and duotone images are not eligible. Digital images will not be returned.

**Image Modifications:** Bon Niche Cellars reserves the right to crop the images as needed to fit the format of the label or the marketing material.

### **Not Permitted:**

No watermarks, signatures, or copyright notices may be added to images. Selected images will be credited to the photographer.

### **Permitted Modifications:**

Images may be cropped and rotated as necessary as long as the rectangular format is maintained and the size is within the specifications above.

Images may be resized as long as the aspect ratio is maintained

Red-eye removal and spot editing are permitted.

One-step enhancement (such as "AutoFix", "QuickFix", "Auto Levels", etc.)

Use of filters to sharpen, soften, blur, despeckle, or remove noise.

Use of corrective functions to improve the natural appearance of the image, such as levels, contrast, brightness, curves, intensity, tone, hue, saturation, lightness, value, color balance, and tint.

### **Submitting Prints**

**Prints** must be 4 x 6 inches or 5 x 7 inches and must be in color. Do not send negatives. Attach a label to the back of each print with your name and address. Do not write on the photo itself. If submitting multiple entries, title each print to match a corresponding entry form. Prints will not be returned.

Mail print along with entry form to:

Photos at Bon Niche Cellars, 2627 Golden Eagle Way, San Miguel, CA 93451

### **Additional Terms and Conditions**

Bon Niche Cellars is not responsible for computer system, hardware, software, or program malfunctions or other errors, failures, or delayed computer transactions or network connections that are human or technical in nature. Furthermore, Bon Niche Cellars is not responsible for: (i) lost, misdirected, misplaced, illegible, unintelligible, incomplete, or late entries or (ii) any act, failure to act, or delay regarding the transmitting or processing of entries. Bon Niche Cellars reserves the right, at its sole discretion, to cancel or suspend all or any portion of this competition without notice if factors beyond Bon Niche Cellar's control, including technical difficulties, disrupt or corrupt the fair or secure administration or operation of the competition. Void where prohibited. Bon Niche Cellars is entitled to interpret these rules as needed and its decisions are final. Bon Niche Cellars reserves the right to disqualify any entrant that Bon Niche Cellars has reason to believe is not the original work of entrant, or does not otherwise meet the competition rules. If a winner is disqualified or determined to be ineligible, an alternate winner will be selected using the same judging process/criteria described above. Alternate winners are subject to all requirements set forth in these Official Rules.

By participating in the competition, you agree to release and hold harmless Bon Niche Cellars and its employees, officers, affiliates, agents, and advertising and promotional agencies from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from your participation in this competition, including infringement of intellectual property rights. Bon Niche Cellars and its employees, officers, affiliates, agents, and advertising and promotional agencies assume no responsibility or liability for any damages, injuries, claims, causes of actions, or losses of any kind arising in whole or in part from this competition.