

## INSTAGRAM CONTEST OFFICIAL RULES

# #TravagliniWineAndFood

*Catch the right match*

The Contest **#TravagliniWineAndFood** aims to select digital photographic productions, shared with the social network Instagram via smartphone or tablet.

To participate users must use Instagram app and tag pictures with **#TravagliniWineAndFood**

The top three winners will get a selection of Travaglini wines; the bottles labels will be customized with the winning images.

A selection of wines will be delivered to the author of the “most liked” image.

### Art. 1 - Sponsor

Travaglini Giancarlo – Strada delle Vigne, 36 – 13045 Gattinara (VC).

### Art. 2 – Topic

The images have to show the Travaglini wine bottles in combination with a food preparation.

### Art. 3 - Requirements

The competition is open to all amateur photographers living in the following countries: Italy, Germany, Switzerland, Norway, Finland, Sweden, Denmark, England, Belgium, Spain, Austria, Estonia, Poland, USA, Japan, Canada (limited to Ontario, Quebec, Alberta, British Columbia).

This contest is open to all Instagram users who are 18+ years of age.

Participation is free.

Submissions may not:

- Depict dangerous or reckless conduct
- Contain profanity, sexual content, illegal drugs, or hateful content
- Promote violence or harm to another living creature
- Use offensive, obscene, or any other inappropriate content
- Defame or negatively portray any person, company, or educational institution
- Contain materials embodying the names, likenesses, photographs or other identifying elements of any person, living or dead without written permission.
- All submissions must comply with Instagram Terms of Service and Community Guidelines.

### Art. 4 – Entry period

Entry begins at 00:01 a.m. UTC+1.00 on March the 1<sup>st</sup> 2016 and ends at 11:59:59 p.m. UTC+1.00 on September the 30<sup>th</sup> 2016 (the "Entry Period").

### **Art. 5 – How to enter**

- Take a photo with a match between Travaglini wines and food
- Upload it to Instagram
- Tag it with #TravagliniWineAndFood
- Follow @travaglinigattinara on Instagram

### **Art. 6 – Evaluation of entries**

Submissions will be judged on creativity and impact as it relates to Travaglini wines.

Submissions will be reviewed by Travaglini team.

### **Art. 7 – Entry conditions**

Participants confirm and certify that:

- Photographs uploaded for the contest are actually taken and created by themselves.
- It is the responsibility of each participant to ensure that the publication of the photographs does not raise any legal dispute.
- Sponsor (Travaglini) has the right to eliminate from the competition photographs judged unfit.
- The winners will mention in all communication relating to their winning photographs the fact that they are winners of a prize #TravagliniWineAndFood.

### **Art. 8 – Usage rights**

Sponsor shall have the unrestricted and non-exclusive right to edit, adapt, publish, copy, display, perform, broadcast, modify, and otherwise use any or all entry materials, alone or in combination with other material including but not limited to essays, photos and/or videos in any and all media, whether now known or later discovered, in perpetuity, without restriction of any kind whatsoever, without further compensation to the entrant or anyone else, and entrant hereby waives any right to inspect or approve the finished electronic, photograph, or printed matter that may be used in conjunction with them now or in the future.

### **Art. 9 – Prizes**

The top three winners will get a selection of Travaglini wines; the labels will be customized with the winning images.

A selection of wines will be delivered to the author of the image that receives the highest number of "likes" (within the Instagram #TravagliniWineAndFood contest).

- 1st prize: 1 Imperial bottle (3 liters) of Gattinara DOCG with wooden box

- 2nd prize: 1 Magnum bottle of Gattinara DOCG Trevigne with wooden box
- 3rd prize: 1 wooden box with 2 bottles of Gattinara DOCG
- The author of the photo that receives the highest number of "likes" will receive: 1 Magnum bottle of Gattinara DOCG

#### **Art. 10 – Notification of winners**

Winners will be notified by Instagram direct message. Winners list will be also published on @travaglinigattinara Instagram profile. Participants must follow @travaglinigattinara on Instagram to receive a direct message.

#### **Art. 11 - Promotion**

The contest rules will be published on the [www.travaglinigattinara.it](http://www.travaglinigattinara.it) site and through social networks, blogs, newspapers, online magazines and websites .

Gattinara, Italy – February the 28th, 2016