



## Guidelines:

- Snap a photo for The Walt Disney Family Museum—we're celebrating the magic, color, and flair of Mary Blair!
- Be creative! Be funny! Innovative ideas, characters, scenery, costumes, and props will be judged favorably.
- The image should feature San Francisco or a San Francisco landmark, made to look smaller based on image angles, perspective, and other tricks that do not use Photoshop or any photo-altering
- Images must be tasteful and family-oriented. Any images containing inappropriate or copyright protected content will be immediately disqualified and removed from the contest.

## How to Enter:

- Snap a photo of yourself in San Francisco, which—using perspective, angles, or manipulation—makes the city look small in comparison to you.
- Use the hashtag **#itsasmallSF** to share your photo (with us @WDFMuseum) on [Facebook](#), [Twitter](#), and [Instagram](#).
- If your privacy settings are up, and you don't want to change them, please submit a screen-cap of your entry (as seen on your social media page) to [connect@wdfmuseum.org](mailto:connect@wdfmuseum.org).

**Be sure to enter before the contest submission deadline at 11:59pm PST on August 7, 2014.**

## RULES:

- All images submissions must be posted to Facebook, Twitter, and/or Instagram between **July 24, 2014 at 12:00am PST** and **August 7, 2014 at 11:59pm PST**. All entries must be uploaded to Facebook, Twitter, or Instagram to participate in the contest.
- While multiple persons may wish to create an entry together, there must be a single individual contestant officially representing each entry.
- Each contestant may submit no more than two photos.
- Contestants must be 18 years of age or older, must have access to the Internet, must have or register for a Facebook, Twitter, or Instagram account and must have a valid email address and telephone number. (Contact information will only be collected if the submission is chosen as a winning photo).
- Employees and Volunteers of The Walt Disney Family Museum or its affiliated entities as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee and/or volunteer are not eligible to participate in the contest.
- The contest is limited to contestants residing within the United States, except residents of New York, Florida, Rhode Island, Puerto Rico, territories of the United States and wherever taxed, prohibited or restricted by law.

## **JUDGING PROCESS AND PRIZES:**

- The Walt Disney Family Museum will create a photo album on Facebook using all images submitted using the hashtag #itsasmallSF.
- The Walt Disney Family Museum will ask participants—along with their fans and followers—to vote on their favorite images using the “Like” button from August 8 through August 14.
- The top ten images with the most “Likes” will win a pair of tickets to the exhibition [Magic, Color Flair: The World of Mary Blair](#). The number one most-liked photo will score a Mary Blair prize package, including tickets and the coveted [exhibition catalogue](#).

Official Rules and Regulations:

### **The Walt Disney Family Museum *PHOTO CONTEST***

#### **OFFICIAL RULES AND REGULATIONS**

NO PURCHASE REQUIRED TO ENTER OR WIN

#### **I. SPONSOR**

The *#itsasmallSF Photo Contest* (the “Contest”) is sponsored by The Walt Disney Family Museum, LLC, (“WDFM”) 104 Montgomery Street, Presidio of San Francisco, San Francisco, CA 94129.

#### **II. ELIGIBILITY**

The Contest is open only to natural persons who are legal residents of the United States. The Contest is void in New York, Florida, Rhode Island, Puerto Rico, territories of the United States and wherever prohibited or restricted by law. Employees and volunteers of The Walt Disney Family Museum, LLC, and its affiliates, as well as the immediate family (spouse, parents, siblings, and children) and household members of each such employee are not eligible. The Contest is governed by the laws of the United States and is subject to all applicable federal, state, and local laws and regulations. No purchase is necessary or required to enter or win the Contest.

#### **III. AGREEMENT TO OFFICIAL RULES**

Participation in the Contest constitutes a contestant’s full and unconditional agreement to and acceptance of these Official Rules and Regulations (these “Official Rules”) and the decisions of The Walt Disney Family Museum, LLC, which are final and binding. Winning a prize is contingent upon fulfilling all requirements set forth herein. By participating in and submitting an Entry to the Contest, a contestant also consents to

the Terms of Use of Facebook, Twitter, and Instagram.

#### **IV. ENTRY PERIOD**

The entry period for the Contest begins on July 24 at 12:00 a.m. (Pacific Time) and ends on August 7th at 11:59 p.m. (Pacific Time) (the "Entry Period"). Entries that are submitted before or after the Entry Period will be disqualified. Entries will only be accepted via the hashtag "#itsasmallSF" on Facebook, Twitter, or Instagram. No mail-in entries will be accepted.

#### **V. HOW TO ENTER**

See section above titled "How to Enter."

Each contestant is limited to two Entries. All Entries must meet the following requirements:

- All Entries must be original work and may not infringe any intellectual property rights (including but not limited to copyrights and trademarks in all pictures, images, music, art and dialogue contained in the Entry), rights of publicity, rights to privacy or other rights of third parties.
- All Entries must include the hashtag #itsasmallSF either mentioned or displayed visually.
- By submitting an Entry, a contestant grants WDFM, the Contributors and their affiliates, licensees and assigns an irrevocable, perpetual and royalty-free right to use, reproduce, edit, display, transmit, prepare derivative works of, modify, publish and otherwise make use of the Entry in any and all media, whether now known or hereinafter developed, throughout the world and for any purpose, including but not limited to publication on WDFM's website, the WDFM blog Facebook, Twitter, and Instagram, and use in advertising by the WDFM, the Contributors and their affiliates, licensees and assigns. In addition to other things, the rights granted to WDFM include the right to censor, compress, edit, feature, affix or remove audio/video to, and to otherwise alter the Entry.
- Content shall be developed in good taste, and shall not contain content that is obscene or indecent, and does not include profanity or pornography, drugs, alcohol, phone numbers, nudity, offensive or derogatory statements or gestures that may be offensive to individuals of a specific race, religion, ethnicity, sexual orientation or socioeconomic group, or other content deemed inappropriate by the WDFM.
- The WDFM reserves the right to determine the suitability of any Entry and/or remove any Entry from the Contest due to failure to follow requirements as stated above. Any Entry deemed inappropriate or unsuitable for posting in WDFM's sole discretion will be disqualified and will be removed from YouTube and/or the Contest Website.

All Entries remain the property of the WDFM and will not be returned or acknowledged. The WDFM is not responsible for Entries that are lost, stolen, late, illegible, incomplete, damaged, mutilated, misdirected, altered, or tampered with. The WDFM is not liable for unauthorized usage of Entries or postings on other websites by third parties.

#### **VI. HOW AND WHEN WINNERS WILL BE SELECTED AND NOTIFIED**

All photos uploaded to Facebook, Twitter, and Instagram with the hashtag #itsasmallSF Entries will be judged based on the following criteria: creativity, relevance, adherence to the guidelines set forth in Section V above, and the number of LIKES each Entry

receives on the museum's Facebook webpage. All decisions by the WDFM are final and are made in its sole discretion.

On August 15, 2014, the WDFM will announce the winners on social media and blog. Each winner will be notified via social media provided by the contestant. The WDFM shall not be responsible for any changes to a contestant's contact information. The odds of winning will vary depending upon the number of entries received.

#### **VII. REQUIREMENTS OF A POTENTIAL WINNER**

If a winning contestant cannot be contacted by telephone, social media handles, or e-mail within three (7) days after the first attempt to contact him/her, the WDFM may disqualify such contestant's Entry. In addition, winning contestants must consent to acceptance of the prize in order for the prize to be awarded; if a contestant decides not to accept the prize within three (3) days after being notified by the WDFM that such contestant has won the prize, the WDFM may disqualify such contestant's Entry.

To accept certain prizes, winners may be required to possess a valid driver's license, be a driver in good standing, have proof of insurance and agree to other terms, conditions and contracts.

When a winning contestant is disqualified or does not accept a prize as described above (a "Disqualified Contestant"), the WDFM may award the prize that would have been awarded to the Disqualified Contestant to the semi-finalist who received the next most number of votes after the Disqualified Contestant (an "Alternate Winner"), and the prize that would have been awarded to such Alternate Winner will be awarded to another semi-finalist using the same criteria. With respect to the prize that would have been awarded, but for the disqualification, to the semifinalist who received the least votes, the WDFM will select an alternate semi-finalist from the remaining Entries based on the original judging criteria.

#### **VIII. PRIZES**

Some restrictions may apply. The prizes are not transferable or substitutable for any other prize or cash; provided however that the WDFM may substitute with a prize of equal or greater value in the event of prize unavailability. Any and all prize-related taxes, gratuities, fees and other expenses, including any and all federal, state and local taxes, are the sole responsibility of the winners.

#### **IX. RELEASE AND LIMITATION OF LIABILITY**

All contestants acknowledge and agree that the WDFM and its affiliates, parent company, successors, assigns, agents, representatives, officers, directors, and employees (collectively, the "Released Parties") are not responsible and shall be not liable for: a) any late, delayed, lost, misdirected, destroyed, garbled, scrambled or incomplete Entry, or improperly or ambiguously entered contestant identifying information; b) any human or other error; or c) any condition caused by events beyond the control of WDFM which may cause this Contest to be disrupted or corrupted. The WDFM reserves the right, at its sole discretion, to disqualify any individual: found tampering with the entry process, including without limitation the submission of more than two Contest Entries, the use of fake or duplicate identities by a single user;

violating any rules or regulations of this Contest or participating in this Contest in violation of any applicable laws, or employer or service provider rules.

CAUTION: ANY ATTEMPT BY A CONTESTANT TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST IS IN VIOLATION OF CRIMINAL AND CIVIL LAW AND SHOULD SUCH AN ATTEMPT BE MADE, WDFM RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES FROM ANY SUCH CONTESTANT TO THE FULLEST EXTENT PERMITTED BY LAW, INCLUDING CRIMINAL PROSECUTION.

WDFM reserves the right in its sole discretion to cancel or suspend this Contest or any portion thereof should any cause beyond the WDFM's control disrupt, corrupt and/or compromise the administration, security or proper play of the Contest.

By participating in the Contest, contestants agree to release and hold harmless the Released Parties from and against any and all actions, claims, injury, loss, damage or other liabilities arising in any manner, directly or indirectly, from participation in the Contest or the receipt or use of any prize, including, but not limited to: (a) any technical errors that may prevent a contestant from submitting an entry; (b) unauthorized human intervention in the Contest; (c) printing errors; (d) errors in the administration of the Contest or the processing of entries; or (e) personal injury, property damage, death, illness or other injury or accident to person or property which may be caused, directly or indirectly, in whole or in part, from contestant's participation in the Contest or receipt of any prize. Contestants further agree that in any cause of action, the Released Parties' liability will be limited to the cost of entering and participating in the Contest, and in no event shall the Released Parties be liable for attorney's fees. Contestants waive the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

Contestants authorize the Released Parties to use their name, voice, likeness, biographical data, city and state of residence and entry materials in programming or promotional material, worldwide in perpetuity, or on a winner's list, if applicable, without further compensation unless prohibited by law. WDFM is not obligated to use any of the above-mentioned information or materials, but may do so and may edit such information or materials, at the WDFM's sole discretion, without further obligation or compensation.

## **X. DISPUTES**

Except where prohibited, all contestants agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, a contestant's rights and obligations, or the rights and obligation of the WDFM shall be governed by the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

## **XI. MISCELLANEOUS; CONTEST PRIZE RECIPIENT LIST**

The WDFM reserves the right, in its sole discretion, to disqualify any contestant who tampers with the entry process and to cancel, terminate, modify and/or suspend the Contest in the event of tampering or other circumstances, including but not limited to a failure to receive at least twenty (20) Entries or acts of God or civil disturbance that render it impractical or impossible to complete or fulfill the Contest as originally planned.

For the list of winners, after August 15th, 2014 please visit the Museum's blog, email [connect@wdfmuseum.org](mailto:connect@wdfmuseum.org), or send a self-addressed, stamped envelope to: The Walt Disney Family Museum, 104 Montgomery Street, Presidio of San Francisco, San Francisco, CA 94129, Attn: #itsasmallSF Photo Challenge.