



3rd Annual PHOTO & VIDEO CONTEST

NEW THIS YEAR! We are holding an OPEN COMPETITION.

That means we have only one theme for photo submissions:

“Hensall members and employees doing what they do best!”

We are going to have two categories though ... we are introducing a category for video submissions. Any or all submitted images may be used for Hensall Co-op marketing activities.

PRIZES

- 1 Grand Prize of a Yeti Package worth \$500 chosen from the winning Photo and Video
- Winning Photo will be the cover of the 2022 Hensall Co-op Annual Report
 - Winning Video featured in our Social Media.

We are also going to award 2 runner-up prizes in each category (photo and video) of \$150 each (The Grand Prize winner will be excluded).

JUDGING CRITERIA

Photos and videos will be judged on the following criteria:

- Does it fit the theme description?
- Does it tell a story?
- Is it in focus?
- Is it too dark or too light (correct exposure)?
- Is it consistent with the Hensall Co-op values and place in Agriculture?
- Will it fit with our imagery guidelines for our brand standards?
- Does the image or video evoke emotional response?

ELIGIBILITY

- All entries must be images taken in Canada.
- Entrants must own the rights to the image(s)
- they submit.
- The contest is open to all members, customers
- and employees of Hensall Co-op.

PUBLICATION

Winners' names and images will be used in our social media and may be used in the Hensall Co-op 2022 Annual Report.

Hensall Co-op reserves the non-exclusive right to publish any entry and/or use any entry in promotional and advertising materials. Published images will be credited to the photographer where possible.

By participating in this contest, each entrant agrees to provide Hensall Co-op with the nonexclusive rights to use their images. Participants agree to the terms and conditions outlined.

IDEAS for your IMAGES:

Crop services activities from planting to harvest.

Showcasing our energy trucks and people helping our members in their farming activities.

The people, animals and activities to grow animal protein to feed the population.

Shipping beans internationally.

Hensall Global trucks and people driving Canadian Agriculture.

The people and activities involved with the grains and other raw ingredients we handle that go into the food and products for the world.

How our farm activities and our farm families support our rural communities.

Any activities that show how you take part in “Pulling for Canadian Agriculture”

FORMAT

Entries are to be digital images and submitted electronically as jpeg files to marketing@hdc.on.ca with PHOTO CONTEST as the subject line. Emails must be no more than 6 MB in size. Larger files may be submitted via www.WeTransfer.com

Cropping and tonal or colour corrections are permitted. Photography should be of professional quality and style. Warm tones are favoured as they help unify the look and feel of our brand materials.

Photographers of selected images will be contacted to submit a high-resolution file suitable for print reproduction (minimum 300 dpi at 6 x 9 inches, 8 x 10 and greater is preferred). If that is unavailable, the prize(s) will be forfeit and a new winner will be selected.

FORMAT: VIDEOS

Entries are to be digital files no longer than 2 minutes in length and submitted electronically as .mp4 or .mov files to marketing@hdc.on.ca with PHOTO CONTEST as the subject line. Email must be no more than 6 MB in size. Larger files may be submitted via www.WeTransfer.com

Editing and tonal or colour corrections are permitted. Video should be of professional quality and style. Warm tones are favoured as they help unify the look and feel of our brand materials. The video must be high quality, in either .mp4 or .mov format. If that is unavailable, the prize(s) will be forfeit and a new winner will be selected.

ENTRIES

Images that have won any other contests or have been published in a magazine or newspaper are not eligible.

Individuals can only win once per category, but may win in multiple categories.

Limit of two entries per category per entrant. Send your entries to marketing@hdc.on.ca

FARM SAFETY REMINDER

Please remember the importance of farm safety in the activities portrayed in submissions. When taking photos, please keep in mind the safety of all those involved. Entries that do not portray this will not be accepted.

IDENTIFICATION

When submitting photos, the following contact information must be included:

- Full name
- Phone number
- Email address
- Location where the photo was taken
- A signed image waiver for each person in the image (waiver on next page).

Failure to provide any of the above information will make the submission ineligible.

DEADLINE

All entries must be received by email by end of day on September 30, 2022.

JUDGING

The winners will be selected by a panel of staff and external judges.

Judges' decisions are final.

FOR MORE INFORMATION

Melanie Prosser
Marketing & Communications Manager,
Hensall Co-op
marketing@hdc.on.ca