

RULES AND REGULATIONS for “Uncork your love with Brachetto d’Acqui”

THE PHOTOGRAPHY CONTEST FOR IMAGES RELATED TO THE THEME OF SAINT VALENTINE’S DAY AND SHARED THROUGH SOCIAL MEDIA, PROMOTED BY THE CONSORZIO TUTELA DEL BRACHETTO D’ACQUI D.O.C.G.

PROMOTORS and ORGANIZERS
Conorzio Tutela Brachetto d’Acqui D.O.C.G.

WHO MAY PARTICIPATE

“Uncork your love with Brachetto d’Acqui” contest involves all internet users of legal age of both sexes who are residents in Italy or abroad and are passionate about Brachetto d’Acqui D.O.C.G.

It is not possible to participate in the contest as a group.

THEME

The Contest promotes artistic creativity related to the theme of Saint Valentine’s Day and Brachetto d’Acqui D.O.C.G. through the production and sharing of digital photographs. Brachetto d’Acqui is the sweet, sparkling wine perfect for celebrating all occasions; but it is also the wine of seduction, as its rose color, feminine sensuality, and surrounding romantic legends attest to.¹

CONTEST OBJECTIVE

Participants will be asked to publish their dedication of love on the Facebook **Fan Page del Consorzio Tutela Brachetto d’Acqui D.O.C.G.** in the following form:

1 **photograph** in .JPG format + 1 **brief message** that includes the hashtag **#lovebrachetto**
The photograph must be original, authentic, and with all rights held exclusively by the contest participant.

WHAT TO PHOTOGRAPH

The subject of the photograph is what the participant decides best conveys the emotions and sentiments he/she wants to communicate to his/her special someone. For example, it can be a photo of his/her significant other; of themselves representing a gesture of love for that special someone; or an object or landscape view with particular significance. It is not necessary that Brachetto d’Acqui D.O.C.G. be in the photo for the contest. However, it will be considered a determining criterion for the award (see section “AWARDS”) and may be held in preference during the selection of the winning photographs.²

1. The Contest is an artistic contest by Italian law, as it aims to give space to the search for emotion and expressive forms of poetic and artistic communication, tied to the day that celebrates love.
2. Also pictures of Piemonte Brachetto D.O.C. will be admitted.

LENGTH

The contest begins Wednesday, January 29, 2014 at 00:00 (GMT +1) and ends on Friday, February 14, 2014 at 15:00 (GMT +1), between which dates and times it will be possible to dedicate one's love (in the form of photo + text) on the Facebook Fan Page of Consorzio Tutela Brachetto d'Acqui D.O.C.G. (within the contest time limit). During this time period, all images received and FOUND ACCEPTABLE (see "Enrollment and Participation") will be republished on the Facebook Fan Page of the Consorzio Tutela Brachetto d'Acqui D.O.C.G. in the album "**Uncork your love with Brachetto d'Acqui**".

PLEASE NOTE: The hashtag **#lovebrachetto** must always appear in contest entries at risk of exclusion from the contest if not included.

ENROLLMENT

To enter the contest "**Uncork your love with Brachetto d'Acqui**", the following 3 simple steps must be completed.

- 1 . Publish your dedication of love on the Facebook Fan Page of Brachetto d'Acqui, including:**
 - **1 original photograph in .JPG format**
 - **1 brief text that includes the hashtag #lovebrachetto**
PLEASE NOTE: You may share your photo on any social platform, but can only participate in the contest if you have a Facebook account and publish the photo on the Fan Page of the Consorzio Tutela Brachetto d'Acqui D.O.C.G. with the hashtag #lovebrachetto.
- 2 . Become a fan of the Brachetto d'Acqui facebook page**
<https://www.facebook.com/brachettodacqui>
PLEASE NOTE: The person to whom the photo is dedicated must have a Facebook account in order for the photo's author to participate in the contest.
- 3 . Invite the person to whom the photo is dedicated, and your friends, to "like" your photo** once it is published in the album of the Consorzio Tutel Brachetto d'Acqui D.O.C.G. Facebook page. The album will be called "**Uncork your love with Brachetto d'Acqui**"

Each user, at the time of enrollment, agrees to participate in the contest by entering a self-produced, unpublished. Users may only enter one photo, and contest organizers and promoters reserve the right to delete any multiple entries from any single user.

PARTICIPATION

Participation in the contest is completely free and will not cost the participant anything at any point (excluding individual expenses for actually creating the photo to be entered). Once the photo is published on the Fan Page of the Consorzio del Brachetto d'Acqui and deemed suitable for the contest, the user will see his/her photo appear on the Consorzio Tutela Brachetto d'Acqui D.O.C.G. Facebook page. The photo description will include the text written by the participant and also a link that takes users to the participant's Facebook profile.

The photograph and accompanying text must not contain offensive or explicit material, including content that is racist, sexually explicit, obscene, discriminatory, or at all contrary to public morals.

COURSE OF THE CONTEST

For the duration of the contest, the pictures sent to the Facebook of the Consorzio Tutela Brachetto d'Acqui D.O.C.G. will be published on the page. The Facebook community can choose to like photos until February 14, 2014 at 15:00 (GMT +1) and may share and comment.

By February 17, 2014, the jury will select the winning photos and contact the winners who, within the timeframe of that same day, must send their date of birth, address, telephone number, and original work in high quality and original form (without post-production filters or edits) with a declaration of authenticity.

AWARDING OF PRIZES

The winners will be announced on Wednesday, February 19, 2014 on the Fan Page of the Consorzio Tutela Brachetto d'Acqui D.O.C.G.

PLEASE NOTE: The "Likes" that the photo earns within the dedicated space of the contest or within the album "**Uncork your love with Brachetto d'Acqui**" on the Fan Page of Brachetto d'Acqui, where all appropriate contest photos will be published, will be the only Likes that are considered for the contest.

An expert jury consisting of members of the Consorzio Tutela Brachetto will select 3 winners by way of a quantitative analysis of the works. They will select according to the community "Likes" and according to a qualitative assessment, at the discretion of the jury.

For the protection of all participants, the jury of the Consorzio Tutela Brachetto d'Acqui DOCG reserves the right to exclude participants from the competition whose "Likes" are expressed in ways that appear preordained in order to circumvent the use of automated tools such as "Like Exchange."

In addition, if a photo is deemed unoriginal, the Consorzio Tutela Brachetto d'Acqui D.O.C.G. will disqualify the participant.

The data provided during registration will be used by the promoters exclusively for activities relating to the competition and WILL NOT in any way be disclosed to third parties, even for statistical or advertising purposes.

PRIZES

1st PRIZE

"ROMANTIC ESCAPE TO ACQUI TERME" packet (2 days and 1 night for 2 people):

- Romantic dinner with Brachetto d'Acqui D.O.C.G.
- Overnight stay in hotel with double bed
- Roman baths
- Winery visit and tasting in a winery part of the Consorzio Tutela Brachetto d'Acqui DOCG

2nd PRIZE - "MIDNIGHT SWIM" packet for 2 people:

- Aperitivo with Brachetto d'Acqui D.O.C.G.
- Dip into the thermal waters of Acqui Terme

3rd PRIZE - Lover's blanket signed "Bd'A"

JURY'S PRIZE

The Jury will select some photos that they consider to be of high artistic value and representative of Brachetto d'Acqui D.O.C.G. / Piemonte Brachetto D.O.C. to be printed and exhibited at the stand of the Consorzio Tutela Brachetto d'Acqui DOCG at Vinitaly 2014, Italy's most important international wine event.

The tourism packets may be used up to and including February 14, 2015 at the structures indicated in the packet. The tourism packets may not be redeemed or substituted in case of loss or theft, nor do they qualify for cash value.

PROPERTY AND AVAILABILITY OF PHOTOGRAPHS

Participation in the contest implies the express acceptance of these Rules and Regulations in their entirety. Every participant is responsible for his/her entered content and guarantees to be the original author of the work. Otherwise, the participant will be excluded from the contest. The participant cedes all rights to the organizers to modify, partially or wholly reproduce, distribute, use for further works derived from, to view, and to share (also for advertising purposes) the entered photo in any format and through any channel. The photo's author guarantees the promoters the peaceful use of the rights granted in the Rules and Regulations, confident that the use of his/her work by the promoters will not infringe upon the rights of any third parties. All images entered in the contest will be inserted in the database of the Consorzio Tutela Brachetto d'Acqui D.O.C.G.

RESPONSIBILITIES

The organizers of the contest accept no responsibility for problems of access, failure, malfunction or difficulty concerning technical instruments, computers, telephone lines, cables, electronics, software and hardware, transmission, connection, or internet connection that may prevent a competitor access to the venue of the competition sites. The organizers reserve the right to restrict and inhibit any initiative designed to circumvent the system, in terms deemed most appropriate and in compliance with applicable laws. The organizers are entitled not to fulfill obligations if any motivations are suspected as fraudulent with respect to the explicit purpose of this initiative. Following such an event, the involved user will have an explanation of the reasons for which the organizers had to take such actions. The organizers are in no way responsible for possible compensation claims made by individuals photographed in images entered in the contest.



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