

As part of the Ag Invest program, Illinois State Treasurer Michael Frerichs will launch the 2018 *Cream of the Crop Photo Contest in March 2018*. The Treasurer invites youth from across the state, ages 8-18, to submit their most innovative, scenic snapshot that depicts their vision of agriculture in our state through every season. The contest winners will make their mark in the Midwest as they will be featured on the new marketing materials for the Ag Invest program, have lunch with Treasurer Frerichs, plus many other prizes mentioned below. ***Start taking photos today!***

## I. Eligibility

1. Contestants must be in the following three categories: ages 8-10, ages 11-14 and ages 15-18.
2. Contest will begin on March 1, 2018 and close on June 26, 2018.
3. Contestant winners and runner-ups will be notified by phone and email. All other contestants will be notified by email.
4. The following are not eligible contestants: Treasurer office employees and their immediate family members, members of any Treasurer office board or committee, professional photographers, and other entities as determined by the Treasurer's office.
5. Acceptable photos include rural and urban farm landscape, livestock, farm buildings, vineyards, u-pick operations, farm equipment, etc. Be creative!
6. Contestants must be Illinois residents and between ages 8-18 on June 1, 2018.
7. Photos must be taken in Illinois from July 1, 2017-June 25, 2018.
8. Photos must be taken by the contestants; a parent or guardian must sign off on the authenticity of the submission.
9. Only two photos may be entered for each contestant.
10. Photos deemed inhumane or inappropriate as determined by the Treasurer's office will be disqualified from the contest.

## II. Entry Procedures

1. Take an original photo that reflects Illinois agriculture.
  - a. Photo Submission

- i. Contestants must fill out application online and upload two photos by 11:59 p.m. on June 26, 2018. Photos submitted after the entry deadline will be considered ineligible.
  - ii. Contestants **must submit** photo in JPG format, **300 dpi**, no larger than 5MB. Photos should be submitted through the Illinois State Treasurer's Office website ([www.illinoistreasurer.gov](http://www.illinoistreasurer.gov)). Click on the "Cream of the Crop Photo Contest" link and follow the upload instructions from there. Contest opens March 1, 2018.
  - iii. Photos submitted less than **300 dpi** may not be able to be used. Please check the quality of photos before you submit.
  - iv. All photos not submitted in the manner requested above will not be considered.
  - v. Professional photographers are not eligible for this contest.
- b. Retouching Photos
- i. All photographs should accurately reflect the subject matter and the scene; however, limited retouching and cropping is allowed through enhancing applications.

### III. Terms and Conditions

By entering this contest, all participants warrant that his or her entry materials are original and do not infringe on any third party's rights and that participants obtained any necessary permission from the third party if a third party or third party's property appears in the photograph. The Illinois State Treasurer's Office reserves the right to disqualify any entry if it finds in its sole discretion that any of the foregoing warranties are not true.

The Treasurer's Office reserves the right, in its sole discretion, to cancel, modify or terminate the contest for any reason.

The contestant assumes sole responsibility for the photo and material contained in it.

Contestants retain ownership of any and all copyright and other intellectual property rights for their photos. However, if chosen as a winner, a runner-up, or has an image to be included in the Treasurer's Ag Invest yearly

calendar, a contestant grants the Illinois State Treasurer's Office with proper attribution through whatever means it deems appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display the photo submission, in any media formats and through any media channels in perpetuity in connection with the activities and operation of the contest.

The contestant must take a photo in the state of Illinois.

All contestants must have a parent or guardian attest to the validity of the information provided in the application as true and accurate. The Illinois State Treasurer's Office bears no responsibility for any information obtained that is deemed to not to be true and accurate.

#### IV. Judging

1. Members of the Illinois State Treasurer's Ag Advisory Board will be responsible for choosing the first place winner and two runner-ups from each group for the purpose of this contest.
2. Judging will take place either in person or for those who are unable to attend will be able to access the judging through email.
3. There will be two judges for each age group.
  - i. Photos will be provided to the group in attendance and available to all judges on a photo sharing programs.
4. Numbers will be assigned to each entry, making this a blind judging (description of the photo may be provided).

#### V. Recognition

1. There will be one first place winner in each age group. First place winners will be eligible for the following recognition:
  - a. A link on Illinois State Treasurer's website home page leading to winning photos within the Ag Invest home page.
  - b. Photo placement and name recognition on the Ag Invest marketing brochure.
  - c. Photo displayed inside the Treasurer's office in the Illinois State Capitol.
  - d. Photo displayed at the Illinois State Fair, DuQuoin State Fair, and other agricultural events.

- e. Photo displayed in the Treasurer's 2018-19 Ag Invest Calendar
  - f. Showcasing on Treasurer Frerichs' official Facebook and Twitter pages.
2. A second and third place runner-up will be designated in each age group. Second and third place winners will be eligible for the following recognition:
- a. Photo displayed at the Illinois State Fair, DuQuoin State Fair, and other agricultural events
  - b. Link on Illinois State Treasurer's Office website home page leading to runner-up photos within the Ag Invest home page.
  - c. Photo displayed in the 2018-19 Ag Invest Calendar
  - d. Showcasing on Treasurer Frerichs' official Facebook and Twitter pages.

All other photo submissions in each age group may be recognized as follows:

- e. Photo(s) displayed at the Illinois State Fair, DuQuoin State Fair, and other agricultural events
- f. Select photos will also be displayed in the Treasurer's 2018-19 Ag Invest Calendar

The State Treasurer's Office reserves the right to modify recognition in its sole discretion, including the manner of photo placement and display.