

## Hokuto City Akeno Sunflower Festival Photo Contest 2024 Application Guidelines

### 1. Objective

A photo contest on Instagram is held for sharing the various charms of Hokuto City Akeno Sunflower Festival through Instagram, as well as spreading the appeal of the event both domestically and globally, aiming to attract tourists.

Entry works and prize winning works are used in the next year's event promotion media, the official website, SNS, etc., in order to further improve its awareness.

### 2. Application period

From July 20, 2024 (Sat) to August 25, 2024(Sun)

### 3. Qualification requirements

Anyone who has their own Instagram account. ※ Open to professional / amateur, Hokuto city resident / nonresident.

Anyone who is a resident of Japan. ※ The address in Japan is required to send prizes to winners.

### 4. How to apply

1) Install the Instagram application and follow Hokuto City official account “@hokuto\_yamanashi” on your Instagram account.

2) Take photos at Hokuto City Akeno Sunflower Festival site.

3) Tag the photo with Hokuto City official account “@hokuto\_yamanashi” and the hashtags both “#ほくとサンフェスフォトコン 2024” and “#北杜市” in Japanese and post it on Instagram.

※ Posts without tagging and hashtags instructed above are considered invalidate.

※ Keep the relevant photo data at the time of application. You may submit your entry as many times as you like during the period but the same work can be submitted only once.

※ If multiple photos are posted on Instagram at one time, only the first photo is considered for screening

### 5. Prize ※ up to 1 prize per person

Grand Prize (1)	Hokuto Assorted Gift 10,000 yen The photos are used as the event posters, flyer photos, official website, SNS etc. for next year's event.
Special Prize (3)	Hokuto Assorted Gift 5,000 yen The photos are used as the event posters, flyer photos, official website, SNS etc. for next year's event.
Selected (5)	Hokuto Assorted Gift 3,000 yen

※ The type of prizes are subject to change / added during the screening process.

## 6. Screening and Announcement

After the application period ends, the screening is conducted and the winning entries are determined. Prize winners are contacted directly by the Committee through the message function on Instagram from September onward.

※ If no reply from the winners is received within one week of the contacts, the award may be cancelled. The result of the screening is released on Hokuto City official website, SNS, etc.

## 7. Notes

- The applicant must own the copyright to the photo.
- If anyone is in the photo, the applicant needs to obtain the permission of the person in question.
- The photos are under the control of the Executive Committee and Hokuto City.
- The applicant needs to obtain the permission of the person in question that the Executive Committee and Hokuto City use the photo on websites, the official SNS accounts, the printed materials, the promotional materials, etc.
- It is the applicant's responsibility for handling any portrait rights or other rights of the subjects on the photo.
- The following photos are disqualified from the selection process without notice to the applicant.
  - ✓ Photos that are not tagged with the city's official account or the entry hashtags.
  - ✓ Photos submitted from a private account.
  - ✓ Photos that have been heavily edited such as black-and-white photos, composite photos, or photos that have been combined with text, etc.
  - ✓ Photos that defame or invade the privacy of individuals, companies, or organizations.
  - ✓ Photos that infringe on the copyrights, trademarks, portrait rights of third parties.
  - ✓ Photos that are considered inappropriate by the Executive Committee.
- The copyright of the submitted photo belongs to the applicant, but the right to use it belongs to the Executive Committee and Hokuto City.
- The Executive Committee and Hokuto City have rights to use the submitted photo on websites, the official SNS accounts, the printed materials, the promotional materials, etc. without the applicant's permission under the condition of free of charge and unlimited use.
- The applicants who passed the screening needs to keep the original data as they are asked to submit the original data of the entries within a specified period of time.
- Personal information obtained through this contest is not used for any purpose other than for work related to this contest.
- The Executive Committee do not respond to any inquiries regarding the selection criteria, the process, the results of the screening process etc.
- All other matters that are not specified in this document are decided at the discretion of the Executive Committee and Hokuto City.

## 8. Contact

Hokuto City Akeno Sunflower Festival Executive Committee Secretariat (Hokuto City Office Tourism Department) Phone: 0551-42-1351 E-mail: [kankou@city.hokuto.yamanashi.jp](mailto:kankou@city.hokuto.yamanashi.jp)