

MARCH 2021



UTAH BRIDES OFFICIAL PHOTOGRAPHERS GIVEAWAY INFO

2021

This document contains the full official rules for the March 2021 Utah Brides Giveaway.

The Official Giveaway post to Instagram will ensure that the caption includes the following items written: Caption will say “no purchase necessary” and “this giveaway is in no form associated with Instagram” to insure no legal activities from Instagram or other third parties. The caption will clearly state the rules of entering, “Like this post, follow Utah Brides and other vendors participating, and comment one person. One entry per comment with tagged person. 5 entries for sharing to your story.” (extra comments are extra points). It will also include the beginning and ending dates of the giveaway, along with time zones. The caption will state the number of winners, any eligibility that needs to be met by those entering (age and location), as well as how and when they will be contacted if they win. It will not include the words “lottery” or “contest” to describe the giveaway, only using the terms “giveaway” and “sweepstakes” can be used by those promoting the giveaway, or Utah Brides may be subject to extra legal issues. The caption will include the full business name and correct Instagram for each party participating in the giveaway. It will also state how the winners will be chosen and how they will be contacted. The actual post of the giveaway will only tag those participating, not other brands or individuals will be mentioned in the post, or Utah Brides may be subject to extra legal issues. When the giveaway has closed, the post will stay up but be edited to say “GIVEAWAY CLOSED” at the top of the caption, everything else (caption, comments, likes) will stay the same. The winners of the giveaway will be shown on the Instagram Stories. A video or photo will be taken of the website/tool/software used to find the winner(s), the winner(s) will be tagged so they are notified they won and they will be contacted. The Instagram Story will also have tagged the corresponding photographer or vendor that will be delivering the prize. Each item that is being given away will not have a value over \$600 so that no government forms need to be filled by anyone (vendors, Utah Brides, or participants). The entire caption and post of this giveaway will be extremely clear in every aspect as well as being completely transparent to the vendors and followers to ensure no harm comes to Utah Brides or the vendors participating.

The Official Giveaway post to Instagram will include “Per Instagram rules, this promotion is in no way sponsored, administered, or associated with Instagram, Inc. By entering, entrants confirm that they are 18+ years of age, release Instagram of responsibility, and agree to Instagram’s terms of use” in order to secure the safety of Utah Brides and the Official Photographers. The giveaway will be posted on March 1, 2021 and will end March 5th, 2021 at 11:59pm Mountain Time. It will include information about which photographers are participating in the giveaway (and will be tagged in the post). Each giveaway entrant must like the post, follow @UtahBrides and the participating photographers and tag at least one person to enter the giveaway. If said requirements are not met, the entrant will not be considered eligible to win the giveaway. Each additional tag made in separate comments will count as an extra entry.

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If shared to the story it will count as an extra 5 entries. After the giveaway, the photographers will have an initial contact with the winner/s within 7 days of the end date.

Utah Brides will not be held responsible if the entrant does not receive their prize, it will be photographer's responsibility to ensure that entrant/winner receives their prize. The winners will be chosen randomly using a randomizer tool. If an entrant chooses to enter multiple times, their name will be assigned separate numbers based on the amount of times they enter. The process will be repeated three additional times in order to account for the four total winners. If the same name is chosen twice, the Utah Brides team will disregard this and run the tool again to choose a different entrant. Every entry will be recorded once. Based on the results of the tool, the Utah Brides team will contact the winners through Instagram and send the information to the participating photographer. The Utah Brides team will assign each photographer to a winner. Each winner will receive a photoshoot, provided by one of the listed Utah Brides official photographers participating in the giveaway occurring between March 1st 2021 and March 5th, 2021.

Photographers include @dallinandnikki, @brynleepaige_, @ashlynstott_photography, and @ightsphotography.

Entrants to the giveaway must enter before 11:59 PM on March 5th, 2021 or entry is void. Following the closing of the giveaway, winners will be randomly selected from the pool of existing and valid entrants. Entrants that are found in violation of the rules of the giveaway will not be accepted into the pool for random selection. IF accidentally chosen to win, if entrants are invalid (meaning they are not following the given accounts, not of age, or meet any of the other rules), that individual will not be deemed a winner and the prize will be awarded to another.

Winners of the giveaway will be announced March 6th, 2021 by 11:59pm MST. This announcement will occur over Instagram stories/posts on the official Utah Brides Instagram account and winners will be tagged within the story/post. Following the announcement of the winners, Utah Brides is released from responsibility regarding communication and completion of prize packages. This responsibility is now transferred to each participating photographer to complete the winners package. The Photographer will contact the client within 7 days to confirm completion of the giveaway. The photoshoot will be completed or scheduled to be completed by August 30th, 2021. It is the winner's responsibility to schedule the photoshoot. Utah Brides is not responsible for client and photographer communication of any form and is not liable for any scheduling or other difficulties that may arise.