



■ Experience the art of hospitality ■



OFFICIAL CONTEST RULES

Promotion: 30 Days of Fun - Snap. Filter. Share

Eligibility: Open to the general public. All ages are encouraged to participate, but must be 18 or older to win. Visit Mason City staff and board members may participate, but are not eligible to win.

Photo Submission Entry Date: May 18, 2017 through CST June 16, 2017

Photo Voting Entry Date: June 20, 2017 through PM CST June 27, 2017

Winners will be announced on June 28, 2017 via Visit Mason City's Facebook and Instagram page

PRIZES: **Architecture Buff:** One (1) Wright on Again book

Selfie Diva: One (1) \$30.00 Real Deals gift card

Animal Lover: One (1) \$30.00 Petco gift card

Mother Nature: One (1) membership to Lime Creek Nature Center

Event Enthusiast: Two (2) North Iowa Bulls Game tickets ('17-'18 Season) and two (2) Roller City passes

Foodie: one(1) \$10.00 Pasta Bella gift card, one (1) \$10.00 Las Palmas gift card, and one (1)\$10.00 Thai Bistro gift card.

Grand Prize Winner(Overall Best Photo): One (1) overnight stay at the Holiday Inn Express Mason City, One (1) Visit Mason City Tee-Shirt, One (1) MacNider Art Museum Coloring Book, One (1) \$10.00 gift card to Moorman Clothiers, One (1) \$10.00 gift card to Lucy & Olive, One (1) \$10.00 gift card to Plaza Mexico, Two (2) passes to Roller City

In addition to category prizes, all winners will receive: One (1) Deluxe 3 in 1 lens Kit, One (1) Spider Tripod with remote, and One (1) Visit Mason City portable phone charger

Photo Submission: May 18, 2017 - June 16, 2017

Facebook Entries

- During the promotional timeframe, participants are to upload a photo to one of six categories: #ArchitectureBuff, #AnimalLover, #EventEnthusiast, #Foodie, #SelfieDiva, or #MotherNature.
- Participants are encouraged to use the hashtag #MasonCityIA and the corresponding category hashtag with their photo submission.

Instagram Entries

- Participants must use the hashtag #MasonCityIA **AND** their photo category hashtag - #ArchitectureBuff, #SelfieDiva, #AnimalLover, #MotherNature, #EventEnthusiast, or #Foodie to be entered.
- Participants are encouraged to upload a photo to more than one category but will result in only one entry into the contest. The category in which participants submit their first photo to will be their category entry.

Photo Voting: 10:00AM CST June 20, 2017 - 10:00AM CST June 27, 2017

- Visit Mason City's staff will select three to five photos from each category to be voted on by the general public.
- Photo from Facebook & Instagram will be consolidated to one voting process.
- All voting must take place on [Visit Mason City's Facebook Page](#)
- Voting is limited one vote per day, per person.
- All ages are welcome to participate in the voting process.

Winners:

- During the promotional timeframe, the photo in each category that generates the most votes will be the category winner; the photo that receives the highest total votes will be the grand prize winner.
- There will be a total of Six (6) category winners and One (1) grand prize winner.
- Winners will be announced on Visit Mason City's Facebook & Instagram pages

After announcement of winners, it is the responsibility of the winners to contact Visit Mason City via Facebook direct message or by phone (641.422.1663 / 800.423.5724) to claim their prize. Winners will have until 4:00PM CST on July 12, 2017 to pick up their prize from the Mason City Visitor Information Center at 2021 4th Street SW, Mason City, IA. Winners must show valid photo ID at the time of prize redemption. If the prize is not claimed by this date, the photo with the next highest number of votes in the category will become the new winner and given two weeks to claim their prize. The process will continue until all prizes are claimed. The winner's name and likeness will be used, at a minimum, in media releases, in electronic and print newsletters, and through social media channels. All winners grant permission for promotional use of names and photographs. Participation in this promotion constitutes entrants agreement to abide by these rules. Prizes are not redeemable for cash.

Cancellation Policy

Visit Mason City and management reserve the right to cancel the promotion without notice at any time. Once the cancellation has been announced, all advertising materials will be pulled.

VISIT MASON CITY IOWA

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