

# WESTAR FARMS 2026 PHOTO CONTEST

## CONTEST CATEGORIES

“Best Action Shot” – implies movement or action

“Best Caught You Moment” – a funny facial expression or surprise

“Best Buddy Photo” – a physical or emotional connection between horse(s) and horse(s), person(s) and horse(s), person(s) and person(s)

“The Spirit of Westar” – embodies the spirit of Westar

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## OFFICIAL RULES AND REGULATIONS

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### 1. SPONSOR

The Westar Farms 2026 Photo Contest (the “Contest”) is organized and administered by Westar Farms (the “Sponsor”), in conjunction with its designated photo contest sponsors (collectively, the “Contest Sponsors”).

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### 2. ELIGIBILITY

2.1 The Contest is open to amateur photographers only. For the purposes of this Contest, an “amateur photographer” is defined as an individual who does not receive compensation for photography services.

2.2 The Contest is void where prohibited by law.

2.3 Employees of the Sponsor, Contest Sponsors, judges, and their immediate family members or persons living in the same household are not eligible to enter.

2.4 Entrants must be 13+ to enter via Instagram. For minors under 18, parent/guardian consent may be required. Parents may submit for submissions by persons under 13 years old.

2.5 The Sponsor reserves the right to require proof of eligibility at any time. Failure to provide such proof may result in disqualification.

2.6 Each entrant must fill out a [Contest registration form](#). The registration form can also be found at: <https://westarfarms.ca/competitions/>

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### 3. CONTEST PERIOD

3.1 The Contest is open to photographs taken at Westar Farms horse shows and organized events during the 2026 calendar year.

3.2 The final deadline for submissions is **11:59 PM (local time) on September 22, 2026**.

3.3 The Contest will be conducted in the following phases and extra prizes will be awarded in each phase:

- May 2 to May 31, 2026
- June 1 to July 12, 2026
- July 13 to August 30, 2026
- September 1 to September 22, 2026

3.4 Only entries submitted within a given phase are eligible for prizes associated with that phase.

3.5 Four GRAND PRIZES will be awarded at the end of the contest period. One in each of the contest categories.

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### 4. HOW TO ENTER

4.1 To enter, participants must:

- (a) Capture photographs at eligible Westar Farms events in 2026;
- (b) Consent from all identifiable individuals who are prominently featured appearing in the photograph is required if requested. A [parental consent form](#) is available for parents of minor children who are prominently featured to provide consent for an image featuring their child to be submitted to the contest;
- (c) Complete the [official entry form](#) and
- (d) Post the photograph(s) on Instagram using the official hashtag **#westarphotocontest2026** or send by email to **westarphotocontest@gmail.com**.

4.2 No purchase is necessary to enter or win.

4.3 An entry is complete only when both the entry form is submitted and the photo is posted on Instagram or sent by email to westarphotocontest@gmail.com

4.4 Each entrant may submit a maximum of five (5) entries total per Contest phase.

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### 5. ENTRY REQUIREMENTS

5.1 All entries must:

- (a) Be original works created by the entrant;
- (b) Be taken at Westar Farms during the 2026 season;
- (c) Be submitted in JPEG format with a maximum file size of 6MB; and
- (d) Comply with all technical and content requirements set out in these Rules.

5.2 Permitted edits include minor adjustments such as cropping, color correction, and sharpening.

5.3 The following are strictly prohibited:

- (a) Watermarks, signatures, or added text;
- (b) Heavy digital manipulation;
- (c) Use of artificial intelligence (AI) - generated elements; and
- (d) Any content that infringes upon the rights of third parties.

5.4 The entrant warrants that they own all rights, title, and interest in and to the submitted photograph(s).

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## **6. CONSENT AND RELEASE**

6.1 Entrants are solely responsible for obtaining all necessary permissions from individuals appearing in submitted photographs.

6.2 By entering the Contest, entrants grant the Sponsor and Contest Sponsors a non-exclusive, royalty-free, worldwide license to use, reproduce, publish, and display winning entries, together with the photographer's name, for promotional and marketing purposes without additional compensation.

6.3 Entrants agree to release and hold harmless the Sponsor, Contest Sponsors, judges, and Instagram from any claims, damages, or liabilities arising out of participation in the Contest or the use of submitted materials.

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## **7. JUDGING**

7.1 Entries will be judged by a panel appointed by the Sponsor, including representatives from:

- Delaney Graham Photography
- Hold Your Horses Equestrian Photography
- Orange Horse Studios
- Sunkist Media

7.2 Judging criteria will be based on 25% creativity, 25% composition, 25% technical quality, 25% category relevance.

7.3 Instagram accounts of entrants must be public at the time of judging in order for sponsors/judges to be able to view the post.

7.3 The judges will decide which category/categories each submitted photo fits into.

7.4 All decisions of the judges are final and binding.

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## **8. PRIZES**

8.1 Contest open to residents of Ontario and Quebec.

8.2 Prizes will be awarded in each phase for submissions within that phase.

8.3 Entrants are eligible to win prizes in more than one phase of the contest.

8.4 Four (4) GRAND PRIZE winners - one per category - will be selected from all eligible entries.

8.5 Each GRAND PRIZE winner will receive a gift certificate valued at **\$500 CAD** from one of the Contest Sponsors.

8.6 Additional prizes may be added at the sole discretion of the Sponsor.

8.7 No entrant may win more than one GRAND PRIZE. They are eligible to win a contest phase prize and a GRAND PRIZE. Only one GRAND PRIZE per household is permitted.

8.8 GRAND PRIZE gift certificates expire on September 30, 2027. They are not transferable and cannot be redeemed for cash. No substitutions allowed.

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## **9. WINNER NOTIFICATION**

9.1 Winners will be announced on or about **September 30, 2026** via Westar Farms social media channels and by phone or email.

9.2 Selected winners may be required to sign a declaration confirming:

- (a) Their eligibility;
- (b) That the submission is original; and
- (c) That the photograph was taken at the stated location.

9.3 Grand prize winners must respond by October 31, 2026.

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## **10. DISQUALIFICATION**

10.1 The Sponsor reserves the right, in its sole discretion, to disqualify any entrant who:

- (a) Violates these Rules;
- (b) Submits false or misleading information; or
- (c) Acts in a manner inconsistent with the spirit of the Contest.

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## **11. GENERAL CONDITIONS**

11.1 The Sponsor reserves the right to cancel, suspend, or modify the Contest at any time without prior notice.

11.2 The Contest is in no way sponsored, endorsed, administered by, or associated with Instagram.

11.3 By participating, entrants agree to be bound by these Official Rules and all decisions of the Sponsor.