



Facebook Photo Contest: TSC Paper Clover Spring 2011

Purpose:

- Build enthusiasm for Paper Clover campaign; build library of photos for use in marketing efforts
- Increase engagement and visibility of Paper Clover and TSC/4-H partnership
- Recognize 4-H and TSC collaborative efforts around fundraising
- Build awareness around 4-H social media channels and the 4-H Facebook community

Rules:

1. Photos must be taken at TSC store
2. 4-H Clover must be visible; 4-H'ers should wear appropriate* (*see below*) 4-H branded attire (t-shirt, hat, etc.)
3. Demonstrate creativity around Paper Clover displays
4. Show relationship and engagement of 4-H'ers with TSC employees and customers
5. Photos should have adequate levels of quality and clarity (i.e. not blurry or heavily pixelated, clear view of 4-H'ers and clover emblems, etc.)

How to Enter:

Upload your photo on the 4-H Facebook page wall. Title your photo "**Paper Clover Photo Contest Entry: your county name, your city name, your state name.**" (*Ex. Paper Clover Contest Entry: Montgomery, Chevy Chase, MD*)

Photos may be used for marketing purposes. Photos posted on the 4-H Facebook page become property of both Facebook and National 4-H Council.

Timing:

April 15: Contest announced
April 15 – 30: Photo submission period
April 30: Photo submission deadline
April 30 – May 7: Voting
May 12: Winners announced

Judging:

Winning photo will be selected based on highest number of likes and comments.

Location:

Photos will be collected in a "Paper Clover 2011" Photo Album on the Facebook page and will be available for community to view and vote.

Prizes:

1st place: \$250 gift certificate to the [4-H Mall](#)
2nd place: \$150 gift certificate to the [4-H Mall](#)
3rd place: \$100 gift certificate to the [4-H Mall](#)

Prize winners also have the opportunity to appear in an issue of *AgriMarketing*, a primary agricultural trade journal in the North American agribusiness community.

** Clothing should be neat, clean, acceptable in repair and appearance, and worn within the bounds of decency and good taste as appropriate for 4-H events. Articles of clothing that display profanity, products or slogans that promote tobacco, alcohol, drugs, sex or in any other way suggestive or distracting, are prohibited. Excessively tight clothing is prohibited. Items of clothing that expose bare midribs, undergarments, or that are transparent (see-through) are prohibited.*