



Great Wine Capitals

Global Network ...a World of Excellence

Great Wine Capitals Blogger Contest Official Rules 2015



March 2015

Bilbao | Rioja • Bordeaux • Cape Town | Cape Winelands
Mainz | Reinhausen • Mendoza • Porto
San Francisco | Napa Valley • Valparaiso | Casablanca Valley

To promote the Great Wine Capitals regions and Best Of Wine Tourism Awards Winners, and to give exposure to bloggers who write about general tourism and wine tourism in our regions, the Network has created a Guest Bloggers Contest, launched for the first time in 2013. If you are a Wine Tourism Blogger from anywhere in the world, writing about the Cities and Regions of our Network or any property or organization that has already won a Best Of Wine Tourism Award, register here, for the GWC Guest Blogger Contest and win a trip to Bilbao | Rioja (Spain) – a Great Wine Capital!

DATES AND ELIGIBILITY

The "Great Wine Capitals Global Network Guest Blogger Contest" (the "Contest") begins February 9, 2015 and ends at one minute before midnight on June 30, 2015, Central European Time. The Great Wine Capitals Global Network (the "Sponsor") may change the dates and/or terms of the Contest without prior notice. The Contest is open to wine bloggers. Bloggers must indicate the URL of their blog when submitting a post.

Each participating blogger is allowed to submit a maximum of three articles.

Persons working for a partner of the Great Wine Capitals Global Network, or any other entity associated with the Program, their respective affiliates, subsidiaries, franchisees, divisions, advertising, promotional, fulfillment and marketing agencies, their immediate families (parent, child, sibling or spouse) and persons living in the same households as such individuals (whether related or not) are not eligible to participate in the Program.

No purchase necessary. No purchase or payment of any kind is necessary to enter or win this award.

HOW TO ENTER

Participants may enter the Contest by uploading their blog post and at least two pictures or a link to their video post to the Great Wine Capital's website (click through to "The Guest Blogger Contest's page) and following the online directions, enter your name, email address and the Blog's URL.

All entries must be received on or before one minute before midnight on June 30, 2015.

REQUIREMENTS FOR BLOG POSTS

- Language:

The submitted blog post must be written in English. They can be the translated version of the original post from a blog written in a different language. The post should be submitted as a Word document.

- Length:

Written posts: Maximum of 1000 words

Video posts: Maximum of three (3) minutes

- Style:
 - Posts must be written/filmed in the spirit of the blogging philosophy –a personal account of an experience, rather than a current news item.
 - Photographs (for written articles): at least two in jpg format. A caption as well as a photo credit, if applicable, must be supplied with each photo.
 - Topics: Eligible articles must be tourism or wine tourism-related about:
 - a) The cities of Bilbao, Bordeaux, Cape Town, Mainz, Mendoza, Porto, San Francisco or Valparaiso.
 - b) The Wine regions of Rioja, Bordeaux, the Cape Winelands, Rheinhessen, Mendoza, Porto, Douro and Vinho Verde, the Napa Valley and the Casablanca Valley.
 - c) Winners of a Best Of Wine Tourism award from a Great Wine Capitals Global Network region. Winners from 2013, 2014 and 2015 are available on the GWCGN website (<http://greatwinecapitals.com>).

PROCEDURE AND RULES

I. Conduct

By entering the Contest, the participant agrees with and is bound by the Official Rules. Failure to comply with these Rules may result in disqualification from the Contest. The entrants further agree to comply with and to be bound by the decisions of the judges, which are final and binding in all respects.

II. Selection of the winner

The winner will be chosen by a jury composed of members of the Great Wine Capitals Global Network on the basis of originality, style and comments generated on the GWC website about the article.

III. Prize

The winner will receive a round-trip airline ticket from his/her place of residence to Bilbao | Rioja (Spain), transportation to Bilbao, hotel accommodation and meals, to participate in the Annual General Meeting of the Great Wine Capitals Global Network.

IV. Obligations of the Sponsor

The Great Wine Capitals Global Network will publish the blog posts submitted to the blog section of the GWC website that were considered eligible during the first evaluation round. These posts will be featured for a minimum of five days and will afterwards be indexed on the website's blog section as "Recent Posts".

Following recommendation of the jury, outstanding posts receive a permanent feature of the author's blog in the 'Recommended Links' section on the GWC website.

Each post published will include the name of the author and his or her blog as well as a link to the URL.

To enhance the program and the guest blogs, the Network will publicize them with its social media tools.

V. Conditions/Restrictions

The prize is not redeemable for cash or credit. The dates for travel and lodging may not be changed by the winner.

VI. Winner's obligations:

The winner agrees to write at least three blog posts about events taking place during the Annual General Meeting of the GWCGN and to provide them to the Sponsor who has the right to publish them on the GWCGN website.

VII. Identification/Taxes.

The winner will be required to produce identification satisfactory to the Sponsor. He/She will be asked to complete an affidavit of eligibility, liability and publicity release, as prepared by the Sponsor, prior to receiving the prize. Each winner will be responsible for any taxes or fees that result from the receipt and/or use of their prize. All taxes on prizes are the sole responsibility of the applicable winner. The Contest is void where prohibited by law. Anyone using fraudulent means to participate and/or win the prize will be disqualified.

VIII. Release.

By entering "the Contest" and/or accepting the prize, entrants/prize winners agree to:

(a) be bound by these rules; (b) release the Program Entities, their parent companies, or organizations, subsidiaries, affiliates, advertising and promotion partners, fulfillment and/or judging agencies, agents and their estate and/or family members from all liability, claims, action, or proceedings relating to "the Contest" and from injuries or damages arising in connection with or relating to participation in the Program, or use or misuse of the prize; and (c) waive any right to claim ambiguity in the Contest or these Official Rules. By accepting the prize, winner further acknowledges that the Sponsor and any other entity involved with this Contest have neither made, nor are in any manner responsible or liable for, any warranty, representation or guarantee, express or implied in fact or in law, relative to the prize or prize suppliers or to any portion thereof, including but not limited to its quality, merchantability, mechanical condition, or fitness for a particular purpose including, without limitation, use of any equipment associated with the prize.

By entering "the Contest" and/or accepting the prize, entrants /the winner agrees furthermore that the released parties shall not be liable for, and will be held harmless by him/her against any liability for any damage, injury or loss to person (including death) or property related in whole or in part, directly or indirectly, to acceptance, possession, use or misuse of prize, participation in any prize-related

activity, use by a released party of any entry, participating in "the Contest", or any other claim or cause of action the entrants/winner may have against a released party.

In the event that the chosen winner refuses to accept the prize(s), said prize will be awarded to the article judged second-best by the Jury and so on until a winner accepts the award. All participants agree to be bound by these Official Contest rules.

IX. Rules

Any violation of these rules will result in disqualification. Sponsor reserves the right to modify these Official Rules for clarification purposes without materially affecting the terms and conditions of the Contest, to void suspect entries and/or cancel, terminate or suspend any portion of this Contest should causes beyond the control of Sponsor corrupt or impair the administration, security, fairness or proper play of the Contest and, in any such event, at its discretion, select winners from eligible, non-suspect entries received prior to the event requiring such termination, cancellation or suspension.

X. Disputes.

Except where prohibited, all issues and questions concerning the construction, validity, interpretation, and enforceability of these Official

Rules, or the rights and obligations of the entrant and the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of France, without giving effect to any choice of law or conflict of law which would cause the application of the laws of any jurisdiction other than those of France. Entrant agrees to indemnify "Sponsor" and sponsor's agents, advertising, promotional, fulfillment and marketing agencies for all claims brought by third parties in connection with Contest Entry Material.

XI. Winners List

The winner will be notified by email by the Sponsor. The top three posts and their authors will be named and published on the Great Wine Capitals Global Network website <http://greatwinecapitals.com>.