School Lunch Snapshot

Photo Contest

Official Rules

About the Contest

“School Lunch Snapshot” is all about sharing real photos of today’s school lunches. SNA members are encouraged to whip out their cameras and smartphones to snap positive pics of healthy food, inviting cafeteria layouts, smiling staff, and creative lunchline promotions.

In the 2015 photo contest, SNA members can submit their best photo (one entry per person) in the contest under one of the following categories. There will be one (1) winner per category:

1. Lunch tray presentation (complete/reimbursable tray)
2. Food art and styling
3. Staff members at work
4. Lunchline presentation and layout

The winning entries will receive special prize packs and the submissions will be published in School Nutrition magazine. Please make sure your read all the contest rules below carefully.

How to Enter

Contest entries may be submitted online at www.schoolnutrition.org/NSLW anytime from October 1, 2015 and October 31, 2015. Entries will not be accepted after October 31. Submissions will only be accepted electronically via the online form and cannot be mailed, faxed, or scanned.

Rules

- Photo contest entries must be submitted by an SNA member. Entries from non-members or expired members will not be considered.
- One entry per person is allowed.
- All contest entries shall be considered the copyrighted property of the School Nutrition Association (SNA) and will not be returned.
- Entries will only be accepted by school nutrition operator members (i.e., employed by a school district).
- The contest is not open to industry members, consultants, SNA board members, or state agency members.
Entries that feature children under 18 must have parental release forms on file that relinquish any right parents may have to examine or approve the use of the entry and waive all rights and release and discharge SNA from, and agree not to sue nor bring any proceeding against SNA for, any claim, demand, or cause of action whether known or unknown, for defamation, invasion of right to privacy, publicity or personality or any similar matter, or based upon or relating to use and exploitation of the entry, image, or photograph, in a manner consistent with this Release and acknowledge and agree that neither parents or children will receive any compensation, monetary or otherwise, in conjunction with the use of the entry.

Submissions must be original, not plagiarized and not evocative of any existing commercial material so as not to infringe any copyrights or trademarks.

Photos can be taken with any camera – smartphone included.

Contest entrants must include a descriptive caption with the photo.

By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won.

Successful entries are subject to modification by SNA including spelling, grammar, nutritional accuracy and overall content. Usage may include and is not limited to usage on the schoolnutrition.org website and social media sites, magazines, presentations, television, and merchandise.

Void where prohibited. No purchase necessary.

Judging Criteria

The method and criteria for the photo contest judging will be based on:

- Technical quality of the photo
- Attractiveness/appeal of food items presented
- Creativity and innovation
- Cleverness of the caption

Judging Panel

The judging panel may include:

- Food Photography Expert(s)
- Social Media Marketing Consultants
- SNA Marketing staff
Eligibility

Entries can only be submitted to SNA via an SNA member or other participating school official. SNA members and school officials must be professionals or employees employed by a school district or school nutrition operation in the United States and must be over the age of 18.

This contest is not available in any state or local jurisdiction where prohibited or restricted by law. This contest is not open to board members, employees of SNA or immediate family members. By entering, participants without limitation, release and hold harmless SNA and its affiliates, licensees, franchisees, subsidiaries, advertising and promotion agencies from any and all liability for any injuries, loss or damage of any kind in connection with this contest or acceptance and use of a prize won. This contest is VOID where prohibited. There is no purchase necessary to enter the contest. All winners will be notified within 10 business days.

Prizes

Four (4) photography prize packs will be awarded to the winning entrant in each of the categories. The prize pack includes a book on food photography, a photo tent, and a selfie stick. The winning submissions will also be published in School Nutrition magazine.

If SNA is unable to contact potential winner(s) through their school official(s) or if any potential winner fails to respond to the notification within 14 days of issuance of notification or if any winner fails to comply with any of the requirements, an alternate winner shall be selected. If, in SNA’s opinion, there is any suspected or actual evidence of electronic or non-electronic tampering with any portion of the contest, or if technical difficulties compromise the integrity of the promotion, SNA reserves the right to terminate the contest. Should the contest be terminated prior to the stated expiration date, notice will be posted on www.schoolnutrition.org/NSLW.

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