

# WALKER MOWERS

*out front mowing*



## 2012 Beautiful Places Calendar Contest Prizes

- 1st:** \$2,000 Cash and calendar's front cover
- 2nd:** \$1,000 Cash and a spot in the calendar
- 3rd:** \$500 Cash and a spot in the calendar
- 4th - 13th:** Walker Ware Prize Pack and a spot in the calendar

Entrants should photograph a beautiful location where the Walker Mower is used in 'real life'. Photos should focus on the beauty of the location and show the mower as just a small part of the landscape. Photos and the property descriptions will be judged by Walker employees (each employee will get one vote) to determine the winners. We would encourage any entrant to see the 2008-2010 Walker Mowers Beautiful Places Calendars for reference. At the same time, we encourage you to be creative - recognize the unique and artistic elements of the property being photographed and incorporate them into your work on this project. **Any photo submitted that does not meet the following guidelines will not be among the photos that are entered into the voting pool and will not be eligible to win prizes. We will attempt to notify you if your entry falls into this category, but are not obligated to do so.**

### Guidelines/Information:

- 1) Digital photos are required. The minimum photo size requirement is 3600 x 2400 pixels (12" x 8" at 300 dpi). Use a 4 megapixel or higher camera at its highest setting. Most current point and shoot cameras will shoot at this resolution - smart phones will not.
- 2) The photos should be landscape (horizontal) format.
- 3) Submit a minimum of 2 different photos of the property. The first photo should be your primary 'Beautiful Places' photo, the second will be used as a thumbnail image should you win.
- 4) Subjects should be shot in their native surrounding — no special or new mowing equipment need be used. The person who typically mows the property should be the photographed subject.
- 5) Subjects should appear to be mowing and not posing on the mower, nor looking at the camera.
- 6) Upon submission, the digital files become property of Walker Manufacturing Company and shall be used at its discretion under copyright.
- 7) Walker Manufacturing Company Employees and their immediate families are not eligible to participate in this contest.
- 8) Submissions will be accepted through August 14th 2011. Contest winners will be announced by September 15th 2011.

### Photo Tips:

- 1) A little cloud cover or shooting late in the day or early in the morning will eliminate hard shadows and over-exposed scenes.
- 2) Make sure the background of your shot is clean (no unsightly buildings or landscape elements).
- 3) Make sure there is nothing in the foreground to distract from the shot (out of focus tree branch in the front frame).
- 4) Look for weeds and/or cut and dried grass that need to be removed from the scene prior to taking your shot.
- 5) Use the natural setting to frame your shot, make sure your subject/frame is level.
- 6) Try not to crop any building at the edges of your photo frame.

### Form Fields Description:

<b>Photographer:</b>	First and last name of the person who took the photograph
<b>Contact Name:</b>	First and last name of the person submitting the photograph
<b>Email:</b>	Email address of the person we can contact for more information
<b>Phone:</b>	Phone number of the person we can contact for more information
<b>Name of Property:</b>	Name of the property in the photograph
<b>Photo City:</b>	City of the property in the photograph
<b>Photo State:</b>	State of the property in the photograph
<b>Mowing Company:</b>	Name of the company that mows the property (if applicable - otherwise, type N/A)
<b>Dealer Name:</b>	Name of the dealer that services the mower
<b>Dealer City:</b>	City of the dealer that services the mower
<b>Dealer State:</b>	State of the dealer that services the mower
<b>Operator Name:</b>	Name of the person photographed mowing the property
<b>Subject Details:</b>	Details about the subject: the person in the photo - the mower in the photo - history and statistics about the company/landowner that mows the property - information about the maintenance of the property (35-45 words)
<b>Property Details:</b>	Details about the property: location - landscape features - use and/or function of the property - unique features/statistics of the property - history of the property (35-45 words)
<b>Choose your Full Size Photo:</b>	Check photo size and resolution prior to choosing - main submission - should be your best shot
<b>Choose your Thumbnail Photo:</b>	Check photo size and resolution prior to choosing - secondary submission - second best shot

**Thanks for sharing your Beautiful Place with the Walker Mowers Family - Good luck!**