Sixteenth Annual
Mumm Napa Photo Finish
The Napa Valley Mustard Festival’s Grand Finale Event will feature the Photography Contest Exhibit and Sale of winning entries, People’s Choice vote, announcement of winners, presentation of awards, Napa Valley cuisine, wine, music, and dancing.

Saturday, March 28 • 7 p.m.
Mumm Napa • Rutherford, CA

Special Photo Finish ticket price for photographers: $60.
(Limited to one ticket per photographer – special price ticket must be purchased with entry submittal.)
No refunds on purchased tickets. Winners will receive one complimentary ticket. Tickets at $95 in advance can be purchased online at mustardfestival.org, by telephone (707.938.1133) or can be purchased during regular business hours at Antique Fair, Yountville; Art on Main, St. Helena; and Embassy Suites® Napa Valley, Napa. $125 at the door.

Photography Contest Exhibit
March 29 - April 30, 2009 at Mumm Napa

Deadline for entry is March 21

Three $1,000 First Place Awards
Three $500 Second Place Awards
Three $250 Third Place Awards

Photography Contest Exhibit

Sponsored by Mumm Napa & Napa Valley Mustard Festival

First Place Innovative Category, 2008 (tied)
- Hilary Brodey (above)
- Yvonne Henry (below)

Third Place Traditional Category, 2008
- Clyde Ng

People’s Choice, 2008
- Bill Reeves

Third Place Digital Category, 2008
- Linda Heidel

Winner Carneros Category, 2008
- Gordon Tucker

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Photography Contest Exhibit

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To Enter

Subject & Criteria
Mustard in bloom photographed in Napa County during 2006 – 2009 mustard seasons, from approximately January through mid-March. Photographs may not have been previously entered in Napa Valley Mustard Festival Photography Contests.

Digital, Film & Paper
Photographer’s choice

<table>
<thead>
<tr>
<th>Main Categories</th>
<th>Sub–Categories</th>
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<tbody>
<tr>
<td>Traditional</td>
<td>Carneros – image of the Napa Carneros region</td>
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<tr>
<td>Digital</td>
<td>Silverado Trail – image of Silverado Trail area</td>
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</tbody>
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Any single entry may be submitted in one main category in addition to a sub-category.

TRADITIONAL: Enlargements made from film with no alterations outside of the camera and/or darkroom.
DIGITAL: Photo created with a digital camera or scanned film. Limited editing, manipulation, superimposition and perspective.
INNOVATIVE: Highly imaginative & creative work.
Black & White and color acceptable in all categories.

Entry Fee
$30 per entry, payable to Napa Valley Mustard Festival.

Size
Up to 24” x 24”, outside dimensions, including mat and frame. Minor variations in size will be accepted. Panorama dimensions may vary with a total surface size of up to approximately four square feet.

Format
Square, vertical, or horizontal.

Mat
Mat maximum width allowable 2” each side. No double mats, must be white, no exceptions, in all categories except Innovative. (Entries not meeting these guidelines will be hung at the discretion of the judges, but not judged.) Mats in the Innovative category can carry through a theme if desired.

Frame
Silver metal must have glass or Plexiglas; no bold colors, no wood - no exceptions except in Innovative category. Must be wired, with 3” drop, ready to hang (when piece is hung on nail, the nail is 3” below the top). Please use a sturdy, high quality wire. If the frame comes apart during the hanging, the entry will be disqualified. The Festival is not responsible for broken glass from a frame or wire that fails.

Pricing
Please price photographs at a reasonable selling price. (Excessively priced photographs usually do not sell). For example: 8x10 photo in 11x14 frame around $100; 11x14 photo in 16x20 frame around $200; closer to 24x24 up to $300 or more.
Photographers will receive one-half the sale price (if sold). Photographs will remain on sale throughout the exhibit. Photography sales are important and help enable Napa Valley Mustard Festival to award photography contest prize money, produce The Mumm Napa Photo Finish and other Napa Valley Mustard Festival events, and support the fundraising endeavors of numerous non-profit organizations.
Deadline for Submittal  
Friday, March 20 or Saturday, March 21 ONLY

Deliver To  
Mumm Napa, 8445 Silverado Trail, Rutherford, CA, noon to 5 p.m. Friday, March 20 or noon to 5 p.m. Saturday, March 21. No early entries taken at Mumm Napa. Entries will be accepted in the winery gallery. Photographers are responsible for removal of their packing materials from the winery. Entries can also be shipped, see below.

Ship To  
Napa Valley Mustard Festival Photography Contest, c/o Summers-McCann Public Relations, 752 Broadway, Sonoma, CA 95476. Shipped entries must be received by Wednesday, March 18, 2009. All shipped entries must have plexi, no glass. Entries are to be sent safely packaged. Boxes will not be re-used. A credit card number is required for the UPS re-packaging of you photo(s) and insurance. A $10 additional handling fee per photo will be due to the Napa Valley Mustard Festival on the same credit card. All claims for shipping damage are through UPS.

Entry Form  
Type or write legibly  
• Name of photographer  
• Mailing address (with city & zip code) and telephone number with area code  
• Specific location and date photograph was taken  
• Digital or type of film  
• Category/categories (only a main category may be crossed with a sub-category. For example: Innovative/Carneros not Innovative/Traditional)  
• Title  
• Price (photographer to receive one-half of the sale price)

Attach one copy to the back of entry and bring two more copies.

Submit with Entry  
• A brief resumé (one per photographer, not per entry)  
• CD of entry for publicity and advertising or two color slide duplicates for publicity and advertising. Please put CD in case or CD envelope.  
• All non-winning entries may pick-up CD’s or slides when picking up unsold photos.  
• Two clean, legible copies of entry form – one copy will be your receipt.  
• For CD, please name each file on CD with corresponding title of entry – only one CD necessary with all entries on it.

Pick Up & Return  
Unsold photographs are to be picked up at Mumm Napa on Friday, May 1 or Saturday, May 2 between noon and 5 p.m. No early or late pick-ups. Photographs without return shipping and not picked up by May 2 will be donated to a non-profit of the Festival’s choice.

Right of Use  
Napa Valley Mustard Festival retains the right to unlimited use of winning entries for Napa Valley Mustard Festival publicity and advertising. Winning photographers relinquish any right to royalties or any form of reimbursement other than contest awards from Napa Valley Mustard Festival. Photographers retain copyright of their works. The Napa Valley Mustard Festival cannot guarantee the quality or appearance of your photo on digital media, or in print. Credit will be given when possible, but is not guaranteed.
Awards
Winners will be announced at The Mumm Napa Photo Finish at approximately 9 p.m. on the stage adjacent to the Mumm Napa Tasting Room.

<table>
<thead>
<tr>
<th>Sub-Categories</th>
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<tbody>
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<td>First Place</td>
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<tr>
<td>Traditional</td>
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<tr>
<td>Digital</td>
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<tr>
<td>Innovative</td>
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Judges
Mary Street Alinder, author and chief assistant to Ansel Adams in his late years.

James G. Alinder, art professor, author, and executive director of The Friends of Photography in the 1980’s, proprietor of the Alinder Gallery in Gualala.

Charles O’Rear, award-winning photographer known for his National Geographic features and his books: Napa Valley, Wine Country, Cabernet, and Chardonnay.

Jim O’Shea, Director of Hospitality, Sterling Vineyards & Winery, founder of the Photography Contest, curator and director of the Mumm Napa photography gallery.

Ira Wolk, owner/director of I. Wolk Gallery in St. Helena and Olive Grove Sculpture Garden at Auberge du Soleil.

Conditions
Photographs entered in the Carneros category must be taken in the Carneros (Napa County) area.

Photographs entered in the Silverado Trail category must be taken on or near the Silverado Trail.

Visit mustardfestival.org for the complete calendar of events, tickets, posters and special offers.

The Sixteenth Annual Napa Valley Mustard Festival is sponsored by:

[List of sponsors including logos and names]
Name ___________________________________________ E-mail ________________________________________

Shipping Address ________________________________________________________________

Mailing address _________________________________________________________________

Home telephone ______________________________ Business or message telephone ____________________________

Main Category(s) ____________________________________________ Sub Category (if applicable) ____________________________

Specific location & date photo was taken ____________________________________________

Title of entry ______________________________ Retail Price ___________ □ Film

(photographers will receive one half of the sale price, if sold)

I have reviewed the NVMF Photography Contest guidelines, and agree to enter the contest as outlined. I agree to enter at my own risk, and do not hold the NVMF, Mumm Napa, NVMF sponsors or coordinators responsible in the event of damage or theft. I authorize the NVMF to use my photograph for promotion and advertising.

Signature ______________________________ Date ________________________________

- for office use only -

Received by: ______________________________ Date received: __________ Total # of entries: ______

Entry fee: $30 per entry ___ cash ___ check # __________ $ __________

Date returned _______________ Total number of entries returned ________ One ticket @ $60________

SALES INFORMATION

Date sold ______________________________

Price $ ______ ___ cash ___ check ___ credit card #______________________ exp________

Purchaser ________________________________________________

Address ________________________________________________

Telephone ______________________________

Attach one copy of this form to the back of your entry, bring two copies of this form when you submit your entry.

Call NVMF coordinator Summers-McCann, Inc. 707.938.1133 for further information.