



101 days of

Summer

2023 AIR FORCE PHOTO CONTEST

IMPLEMENTATION GUIDE

SUBMIT ENTRIES 15 SEPTEMBER - 15 NOVEMBER AT

FORCESUPPORT.AWARDSPLATFORM.COM



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Program Overview

101 Days of Summer is our theme for the next Air Force photo contest. This year we have added a new category to grow your creativity. Categories for this year will include a Photo entry and Photo Composite Enhancement. Participants may submit up to two entries.

Participants may enter up to two images. Photographs may be entered in only one category. Photographs will be judged by an expert panel based on Impact, Creativity, and Technical Excellence. Entries will be accepted 15 Sept through 15 November 2023 via <https://forcesupport.awardsplatform.com>. Prizes will be awarded to the top three entrants in each category. Only one prize awarded per entrant.

Sub Categories include: Adult Novice, Adult Accomplished, Youth Child (age 6 to 8), Youth Pre-Teen (ages 9 to 12), and Youth Teen (ages 13 to 17). Submissions for the youth categories must be made on behalf of the minor photographer by the legal parent or guardian.

Photographs must be submitted as high-quality JPG/JPEG or PNG files, and must be 300 dpi when saved at approximately 8.5" x 11" (3600 px minimum width required). Files may not exceed 9MB in size.

Photo Composite Enhancement must include one original photo and must show the original photo with the entry of the composite enhancement.

Winners will be notified via the email provided during the submission process.

Please visit, like, follow and share the Facebook Page [airforcephotographer](#), and on Instagram [@airforcephotographer](#). Updates, photographer stories, tips, and special features will be posted weekly.

Roles and Responsibilities

Air Force Services Center (OAFSVC)

- A. Provide rules and timelines
- B. Purchase and distribute centralized promotional materials to installations
- C. Complete final review of images and posts on the website
- D. Select experts to judge the contest
- E. Maintain digital entry platform
- F. Provide certificate templates to FSS via download central for winners
- G. Verify winners as authorized Morale, Welfare and Recreation (MWR) patrons
- H. Release official announcements of winners
- I. Notify and provide installation FSS Points of Contact (POC) with contact information for winners assigned to their installation
- J. Announce winners
- K. Provide FSS POCs with prizes to be awarded to winners
- L. Provide FSS POCs with link to After Action Report
- M. Review After Action Report feedback

Installation POC (Arts & Crafts Manager or Designee)

- A. Installation Arts and Crafts managers or installation POC with marketing, will promote the online Air Force Photo Contest through publicity, social media channels and by developing and offering photography classes, content, programs, contests, and events.
- B. Provide POC contact information to contest POCs Susan Lear, susan.lear@us.af.mil
- C. Create local photography programs or events to support the contest to build awareness and enhance participation. The goal is to build a robust photographic community to support military photographers. If possible, build relationships which include joint programming within your local communities.

- D. Collaborate with marketing.
- E. Coordinate presentation of prize(s) and certificate(s) to winner(s) in some form of an award presentation, i.e., base- wide event, Commander’s Calls, Squadron Picnic, Youth/Teen Center/School Age, etc.
- F. Complete an After Action Report, including photographs using the link provided and forward to: Susan Lear, susan.lear@us.af.mil
The After Action Report can be found on the USAF Services Portal, download central.
<https://usaf.dps.mil/sites/10042/SitePages/Download-Central.aspx>

Installation Marketing Managers

- G. Collaborate with Air Force Photo Contest POC and Public Affairs to ensure advertising, marketing and sponsorship efforts are conducted for the Air Force Photo Contest and associated programs.
- H. Marketers are encouraged to seek commercial sponsorship support for local photographic programming and events.
- I. Utilize digital and traditional media to promote the 2023 Air Force Photography Contest to include directing.
- J. participants to <https://forcesupport.awardsplatform.com> for details and to enter.
- K. Encourage patrons to visit, like, follow, and share the Facebook Page, Air Force Photo Contest and Instagram @airforcephotographer
- L. Seek out local photographers and encourage participation.
- M. in the 2023 Air Force Photography Contest in Adult and Youth categories.
- N. Publicize the 2023 Air Force Photo Contest, local programs and events through press releases, social media channels, websites, and traditional media.
- O. Ensure provided promotional materials are displayed in high- traffic areas.
- P. Include Air Force Photo Contest updates in appropriate briefings to newcomers and leadership.

Eligibility

- A. Authorized patrons of Air Force Morale, Welfare, and Recreation (MWR) Programs [IAW AFI 34-101, Air Force Morale, Welfare, and Recreation (MWR) Programs and use Eligibility] are eligible to participate in Air Force Services Center (AFSVC) contests.
- B. Entrants in Adult Novice and Accomplished categories must be 18 years of age at the time of entry.
- C. Entrants in Youth categories must meet the following age requirements:
 - a. Child: Ages 6 to 8
 - b. Pre-Teen: Ages 9 to 12
 - c. Teen: Ages 13-17
- D. Entries in Youth categories must be submitted on behalf of the photographer by a legal parent or guardian.
- E. Force Support Squadron (FSS) Commanders, Civilian Leaders, and FSS marketing personnel may enter the contest, but are NOT eligible to win prizes.
- F. Prizes will be awarded to eligible participants.
- G. Failure to meet eligibility or submission requirements will render the submission ineligible.
- H. Photos are eligible in one category i.e., submitting the same photo in more than one category is not permitted.

Categories

- A. Adult Novice: Individuals 18 years or older, who are new or inexperienced in the field of photography.
- B. Adult Accomplished: Individuals 18 years or older who have higher photographic skill levels obtained through experience, professional or academic training, or who are self-taught, serious hobbyists, or operate as professional photographers.
- C. Youth Child: Ages 6 to 8 years old*
- D. Youth Pre-Teen: Ages 9 to 12 years old*
- E. Youth Teen: Ages 13 to 17 years old*

*Submissions in the Youth Category must be made by the legal parent or guardian of the minor photographer.

NOTE: Photographers may submit two original photographs; however, only one prize will be awarded per entrant.

Judges

- A. Photography experts selected at the discretion of AFSVC will judge entries in each category and select winning entries. Judge's decisions on all entries are final.
- B. Judges will evaluate each entrant's photographs based on the criteria of Impact, Creativity, and Technical criteria.
- C. In the event no entries are received, no prize will be awarded. Determinations made by the judges are final.
- D. **Winner Notification:** Winners will be notified via the email address provided on the submission. This is the official method of communication used to notify winners. If a winner does not respond to an email notification within five calendar days, or if communication via email is otherwise unsuccessful, an alternate winner will be selected. The winner is subject to, including without limitations, verification of eligibility, in compliance with these Official Rules.

- E. All Entrants agree to be bound by these Official Rules. AFSVC will resolve tie breakers through further review and collaboration.

Prizes

1. Prizes will be awarded to the top three winners in each category:
 - a. First Place: \$500 Amazon Gift card
 - b. Second Place: \$400 Amazon Gift Card
 - c. Third Place: \$300 Amazon Gift Card
2. Winners will be verified by AFSVC as authorized MWR patrons
3. Winners will be notified by the email submitted during entry
4. AFSVC will provide installation POCs with the winner's contact information.
5. Winners will receive an Amazon Gift Card presented by their installation Point of Contact (POC) in a method compliant with installation health and safety guidelines. If the winner is under the age of 18, a legal parent or guardian must be present with the youth to accept the prize. Acceptance of the prize grants the AF the right to use the winning submission in its entirety for any publicity, advertising or promotional purposes without compensation.
6. The winner must comply with all terms and conditions set forth in the Official Rules. Winning is contingent upon fulfilling all such requirements.
7. No entrant can win more than one prize.

Fulfillment and Reimbursement

AFSVC will issue prizes to installation POC's who, in turn, will plan and coordinate presentation to designated 2023 Air Force Photo Contest winners.

Program Ideas

Installation Arts and Crafts managers or installation POCs are encouraged to promote the digital 2023 Air Force Photo Contest and provide support for Air Force photographers by offering ongoing, local, photographic programming.

Vibrant arts communities are thriving in cities and towns around the world. Partnering with off-base arts and education centers to bring resources, opportunities and support for our military photographic community is essential to growing a robust arts community on your installation. Joint exhibitions, classes, discounts and shooting events are some of the benefits that can be gained through forming open communication with our off-base arts communities.

Other ideas include (with social distancing bands lifted):

- Work with photo vendors to offer online educational classes, information and tips
- Host local, digital photo competitions via social media platforms.
- Theme contests and use photographs to build content for social media and websites
- Share stories of your local photographers and feature their work
- Offer how-to content, classes and shooting events
- Provide a list of on and off-base photographic classes and resources

Timeline

Date	Item	Who
Ongoing	Installations seek to build robust photographic artist community through targeted programming, content, and contest promotion	FSS Arts and Crafts, Community Centers, any FSS activity, FSS Marketing
June	Send out Guide and Rules Announce/advertise 2023 Air Force Photo Contest theme (installations and AFSVC); Email campaign targeting former entrants begins	AFSVC
June	Images and social elements available on AFSVC Download Central (Download Central > Arts & Crafts > 2023 Photo Contest) https://usaf.dps.mil/sites/10042/SitePages/Download-Central.aspx	AFSVC
June	Air Force Photo Contest, Facebook Page goes live	AFSVC
June - November	Installation Marketers promote 2023 Air Force Photo Contest via websites, social and traditional media (contest link goes live, August 1)	AFSVC Installations
15 Sep – 15 Nov	Contest open for entries. Upload entries to: https://forcesupport.awardsplatform.com	AFSVC
Nov - Dec	Judging process open	AFSVC
Dec - Jan	AFSVC/CC announces winners to installation Commanders/VCCR sends announcement to the 15 winning entrants	AFSVC
Jan	AFSVC sends installation POCs prizes for presentation to winners	AFSVC
Jan	Installation POC plans presentation to include printing certificates and coordinating presentation of prizes to winner(s)	Installation
Jan	Installation completes and submits After Action Report to AFSVC including programming, promotion, sponsors, and advertising	Installation

Marketing & Social Media Guide

IMPORTANT: The primary source(s) for information on the **Air Force Photo Contest** is the Facebook Page, Air Force Photo Contest or @airforcephotographer. The latest news, information, updates, inspiration, tips and features will be posted to this page.

STEP ONE:

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **VISIT** <https://www.facebook.com/airforcephotographer>
2. **LIKE** the page
3. **FOLLOW** the page
4. **SHARE** the page
5. **TAG** @airforcephotographer in photography related posts

STEP TWO:

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **VISIT** <https://forcesupport.awardsplatform.com>
2. **SHARE** the link in installation produced traditional and social media

STEP THREE:

POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **COORDINATE** to promote arts programs and initiatives via social channels
2. **HIGHLIGHT** local photographers, their work and art related programming via social media

STEP FOUR:

June through November 2023, POC's, FSS Arts & Crafts managers and staff, and marketing staff should:

1. **POST** two or more times per week encouraging photographers to enter the contest
2. **PUBLICIZE** the contest

Marketing materials and logos are available on Download Central.

<https://usaf.dps.mil/sites/10042/SitePages/Download-Central.aspx>

(Arts & Crafts > 2023 Air Force Photo Contest)