



## Official Rules and Terms of Entry

### 1. Contest Overview

The 2026 Frozen Falls Photo Contest (the “Contest”) is a social media photography and video contest presented in partnership by Niagara Parks, the City of Niagara Falls and Niagara Falls Tourism (collectively, the “Contest Organizers”).

The Contest invites visitors to capture and share winter-inspired photographs and videos showcasing the frozen formations of Niagara Falls for a chance to win cash prizes.

### 2. Contest Period

The Contest runs from February 20, 2026, at 12:00 a.m. EST to February 25, 2026, at 11:59 p.m. EST (the “Contest Period”).

Entries submitted before or after the Contest Period will not be accepted. Selected winners will be contacted in March 2026.

### 3. How to Enter

To enter the Contest:

- Visit the Niagara Falls area and capture a winter-inspired photograph or video featuring frozen formations of Niagara Falls.
- Post your entry on Instagram (photo or video) or TikTok (video only).
- Tag @niagaraparks and include the hashtag #FrozenFallsContest in your post.
- Ensure your social media account is set to public at the time of entry.

No purchase, payment, or fee of any kind is required to enter or win. A purchase will not increase an entrant’s chances of winning. Participants may submit multiple entries, including previously captured content, provided each entry complies with these Official Rules. Participants must enter original work only.

### 4. Entry Categories

Entries will be judged in two categories:

- Best Photo
- Best Video

### 5. Prizes

Three prizes will be awarded in each category.

#### Best Photo

First Place: \$5,000 CAD



Second Place: \$2,500 CAD

Third Place: \$1,000 CAD

### **Best Video**

First Place: \$5,000 CAD

Second Place: \$2,500 CAD

Third Place: \$1,000 CAD

All prizes are awarded in Canadian dollars and funded through Niagara Parks' earned revenue. Niagara Parks is a self-funded Agency of the Government of Ontario and does not receive tax-payer funding. Odds of winning depend on the number and quality of eligible entries received. There is no regional allocation of prizes.

### **6. Judging**

Entries will be judged based on creativity, visual impact, originality and representation of the winter experience at Niagara Falls.

The judging panel includes Niagara Falls Mayor Jim Diodati, David Adames, CEO of Niagara Parks, and Adam Stiles, Interim CEO of Niagara Falls Tourism, along with two high-profile influencers. All judging decisions are final.

### **7. Eligibility**

The Contest is open to local and international visitors who are at least 18 years of age at the time of entry.

The following individuals are not eligible to win cash prizes:

- Employees of Niagara Parks, the City of Niagara Falls, Niagara Falls Tourism or the Ontario Ministry of Tourism, Culture and Gaming, and their immediate family members.
- Professional photographers with current or prior working relationships with Niagara Parks, including those whose work is sold in Niagara Parks retail stores.
- Entrants may be required to provide proof of eligibility.

### **8. Content Requirements and Restrictions**

- All submissions must be original content created by the entrant.
- AI generated or AI enhanced content is strictly prohibited and will result in immediate disqualification.
- The use of drones to capture contest content is not permitted.
- Entries must be captured safely and legally. Content that is unsafe, inappropriate or misleading may be disqualified at the organizer's discretion.



## **9. Rights and Usage**

By entering the Contest, you grant Niagara Parks and the Contest Organizers the non-exclusive right to publish, use, distribute, reproduce and publicly display your photograph or video, and to create derivative works from your photograph, in perpetuity, in any of its online, print or other media publications, materials or exhibitions, for purposes of promoting Niagara Parks and the Contest Organizers' mission and awareness, including but not limited to editorial, advertising, publicity and fundraising purposes, without payment of compensation unless prohibited by law.

You grant Niagara Parks and the Contest Organizers permission to provide your name when publishing, reproducing or otherwise using your photo and when identifying you as an entrant or prize winner in the Contest.

While Niagara Parks and the Contest Organizers will make every effort to credit photographers when using photos, there may be circumstances where it is not possible to do so.

Subject to the rights granted to Niagara Parks and the Contest Organizers, you retain all other copyrights and rights to future use of the photographs you enter into the Contest.

## **10. Releases**

If an entry includes an identifiable individual, the entrant represents and warrants that they have obtained all necessary permissions and releases from that individual.

Entrants must be able to provide copies of signed releases to the Contest Organizers upon request. Entries that cannot provide required releases may be disqualified.

## **11. Privacy**

Personal information collected in connection with this Contest (including social media handle, name and contact information if provided) will be used solely for the purposes of administering the Contest, verifying eligibility, contacting selected entrants, awarding prizes and for publicity purposes as described in these Official Rules.

Personal information may be shared among the Contest Organizers and their service providers and will be handled in accordance with applicable privacy laws.

## **12. Winner Notification and Verification**

Selected entrants will be contacted via the social media account used to submit their entry by Niagara Parks' official Instagram and/or Tik Tok accounts. Potential winners must comply with all verification requirements, including providing proof of eligibility, identity, originality and signed releases, within the timeframe specified by the Contest Organizers.



If a selected entrant cannot be contacted, fails to respond or fails to complete verification requirements, the prize may be forfeited. Prizes will be awarded following successful verification and will not be unduly delayed. All cash prizes will be paid by electronic funds transfer (EFT) to the confirmed winner upon completion of EFT forms and providing banking information. Winners are solely responsible for any and all banking, processing or transfer fees incurred in connection with the receipt of a prize, including but not limited to wire transfer fees, international transfer fees, intermediary bank fees, currency conversion fees or other charges imposed by the winner's financial institution.

The Contest Organizers will not be responsible for any fees, delays or deductions applied by financial institutions.

Selected winners must, upon request, provide the original raw file(s) (including original metadata) and the final submitted file for their winning photograph or video by email to Niagara Parks, within the timeframe specified by the Contest Organizers.

Failure to provide the requested files may result in disqualification and forfeiture of the prize.

Winners are solely responsible for any and all taxes, duties, levies or reporting obligations arising from the receipt or use of a prize. The Contest Organizers do not provide tax advice and will not be responsible for any tax liability incurred by a winner.

### **13. Platform Disclaimer**

This contest is not sponsored, endorsed, administered by or associated with Instagram or TikTok. By entering, participants release Instagram and TikTok from any responsibility related to the contest.

### **14. General Conditions**

The Contest Organizers reserve the right to disqualify any entry that does not comply with these Official Rules and to modify, suspend or cancel the Contest if circumstances beyond their control require are required.

Participation in the Contest constitutes full acceptance of these Official Rules. The Contest is governed by the laws of Ontario and Canada.