

2023 #DogsOfDTS Calendar Rules

Overview: 13 photo submissions to be accepted for a calendar showcasing dogs on the Downtown Summerlin property.

(13x) Dogs selected, (1x) per month and (1x) Cover Model

Calendars to be sold for a \$10 donation – 100% of proceeds benefit The Animal Foundation

- Submissions will be accepted from July 25 through August 12
 - o Multiple photos can be accepted as valid entries (including general and “themed” photos)
 - List of acceptable themes: Valentine’s Day, St. Patrick’s Day, Easter, July 4th, Halloween, Christmas, Hanukkah, New Years, seasons (spring, summer, fall, winter), etc.
- Photo Submissions will be accepted on the following social platforms: Facebook or Instagram
- Submissions must include the hashtag #DogsofDTS23
- Entrants must follow @downtownsummerlin and @summerlin on social media
- Only the dog should be featured in the photo, no humans please!
- Entrants must be photographed on property at Downtown Summerlin, in “dog friendly” locations and in a non-disruptive fashion
- The 13 calendar dogs will be selected August 15 and will be announced on social media on August 16
- Winners will be photographed on August 23rd & August 30th. If the dog is unable to be photographed on the assigned date, a new dog will be selected in its place.
- I acknowledge the company owns images and copyright to all images
- Calendars will be printed and available in October
- No purchase necessary
- Any use of copyrighted materials for which permission hasn’t been explicitly granted constitutes immediate disqualification
- Not all submissions constitute a valid entry or are guaranteed to be used; Individuals submitting photos waive all rights to photo usage to Howard Hughes Corporation indefinitely.

Social Media Schedule:

- 7/25 - #DogsofDTS Calendar Contest call for entries
- 8/3 - #DogsofDTS Submission Reminder
- 8/10 – #DogsofDTS Final Submission Reminder
- 8/12 - #DogsofDTS Last Call
- 8/16 - #DogsofDTS Winners Announced (IG Story + Facebook Album)
- 8/26 – National Dog Day
- Oct - Winners announced in video slideshow of winning images

Email Blast Schedule:

- 8/3 - Dogs of Downtown Summerlin Calendar Contest call for entries
- 8/26 – National Dog Day: DogsofDTS Calendar Winners