

TERMS OF PARTICIPATION

MAMMUT PHOTO CONTEST 2025

July 02, 2025

ENTRIES

The following Rules and Regulations/ Terms of Participation apply for your participation in the Mammut Photo Contest 2025 (the “contest”), organized by Mammut Sports Group AG, Birren 5, 5703 Seon, Switzerland (“Mammut” and/or “we”).

Herein we explain the rules of participation as well as how your submitted photos may be used in the context of Mammut Photo Contest 2025. By submitting a photo - either via mammutphotocontest.com or on Instagram by tagging @mammut, using the hashtag #mammutphotocontest, and including “Check-In Early” in the caption of a feed post on a public profile - the Entrant accepts these Rules and Regulations / Terms of Participation of the Mammut Photo Contest 2025.

GENERAL

- Solely Mammut acts as the contractual partner with the Entrants (as defined below) regarding their participation in the contest, as set out in these Terms of Participation.
- The contest is an “open submission” contest.
- There is no entry fee.
- The term “photos” refers to photographs.
- The term “creators” refers to photographers.
- A submitting creator is referred to as an “Entrant.”
- Entrants must be 18 years of age or older to participate.
- Creators from all over the world may submit photos.
- To register and enter the contest, you must agree to these Terms of Participation.

SUBMISSION PERIODS

- The submission phase for five categories on mammutphotocontest.com takes place between May 15, 2025, and midnight CEST (Central European Summer Time) on July 15, 2025. Photos must be submitted during this period via mammutphotocontest.com.
- The submission phase for the category “Check-In Early” on Instagram takes place between May 15, 2025, and midnight CEST on June 15, 2025. Photos must be submitted during this period via a public Instagram profile by tagging @mammut, using the hashtag #mammutphotocontest, and including “Check-In Early” in the caption.

ENTRY REQUIREMENTS

- Any creator (amateur, rookie, or professional) may submit photos, but the creator must be a natural person (entries from commercial entities are not accepted).
- Only the creators themselves may submit their photos; third-party submissions on behalf of a creator are not permitted.
- Creators may only submit photos using one account on mammutphotocontest.com and one public account on Instagram. Submitting with multiple accounts on each platform is not permitted.
- Entries must be made by the authorized account holder of the e-mail address submitted at the time of entry.
- An official digital submission entry form must be completed with each individual photo submitted.

MODEL, LOCATION RELEASES & AUTHENTICITY

- If the subject of a photo is a minor (under 18 years of age), the creator must provide a written release form upon request, signed by the minor's legal representative(s) (e.g., parents or legal guardian) according to local law.
- Upon request, creators must also provide model and location releases for their submitted photos. Failure to do so may result in disqualification.
- If doubts arise regarding the authenticity of a submission, the original file (RAW, TIFF, or original mobile file) will be requested by the Mammut internal judging panel for analysis.
- All finalists must provide their original files (RAW, TIFF, or original mobile file). If these are not provided upon request, the submission may be disqualified. The Mammut Team will contact selected creators via e-mail once submissions have closed.

SUBMISSION & JUDGING**PHOTO & CONTENT REQUIREMENTS**

- Only photos that showcase the overall theme "Your Kind of Summer" may be submitted. Whether they take place in the air, sea, mountains, cities, rivers, or trails, a broad range of submissions is accepted.
- Artwork must be created with a camera. The use of AI tools (e.g. Midjourney) is not allowed and will result in automatic disqualification.
- Only basic photo editing and color corrections are allowed (e.g. adjustments to brightness, contrast, sharpening, mood, and white balance).
- Photos that have been previously published or submitted to another contest may be submitted.
- Photos from mobile devices (smartphones) are allowed in all categories as long as they fulfill the criteria outlined in the "Photo Files/Format for Submission" section.
- Creators may not submit the same photo to more than one category.
- Creators may submit a maximum of five photos per category.
- Once a photo has been submitted, it is final and cannot be replaced or moved to another category.
- Inappropriate submissions will lead to disqualification. The decision on what constitutes an inappropriate submission will be reasonably determined by the Mammut judges.
- There are two ways to submit photos to the Mammut Photo Contest 2025:

Option 1: via Website

Submissions for five categories (*Book a Room with a View*, *Dine al Fresco*, *Escape the Tourist Traps*, *Hang with the Locals*, and *Visit Must-See Landmarks*) can be entered on mammutphotocontest.com from May 15 until midnight CEST on July 15, 2025.

Option 2: via Instagram

Submissions for the category "Check-In Early" can be entered via the entrant's personal public Instagram account by tagging @mammut, using the hashtag #mammutphotocontest, and including "Check-In Early" in the caption, from May 15 until midnight CEST on June 15, 2025.

SUBMISSION VIA MAMMUTPHOTOCONTEST.COM**General**

- Submissions for five categories (*Book a Room with a View*, *Dine al Fresco*, *Escape the Tourist Traps*, *Hang with the Locals*, and *Visit Must-See Landmarks*) can be entered on mammutphotocontest.com from May 15 until midnight CEST on July 15, 2025.
- Entrants must create a personal account on mammutphotocontest.com in order to submit photos.

Photo Files / Format for Submissions

Entries for all five categories on mammutphotocontest.com must fulfill the following criteria:

- **Medium:** Photos shot digitally or on film are accepted. All film prints and transparencies must be drum-scanned at high resolution and delivered digitally. No physical prints will be accepted.
- **Online submission format:** JPG
- **Minimum picture size:** 12 megapixels (e.g., 4032 x 3024 pixels)
- **Maximum upload file size:** 15 megabytes
- All digital photos must contain original metadata. If such information is missing, the photos may be disqualified.
- All photos must be available for re-submission in their original size.
- All finalists will be required to provide the original file in RAW, TIFF format, or original mobile file. If such information is not provided, submissions may be disqualified.

Judging

- Entries submitted via mammutphotocontest.com will be judged after submissions close on July 15, 2025.
- **Judging Criteria:** Official contest judges will base their decisions on technical superiority, composition, creativity, impact, artistic flair, and overall photographic excellence. Additionally, the photo must reflect the theme of the respective category.
- **Pre-Selection:** An internal judging panel consisting of Mammut photo experts will pre-select 25 photos per category.
- **International Judging Panel:** An international panel of approximately 20 esteemed experts (photo editors, photographers, athletes, and industry specialists) will judge the 25 pre-selected photos per category. They will select 5 finalists and 1 category winner per category, and 1 overall winner from the category winners. The list of judges will be announced on mammut.com/photocontest.
- **Selection of Finalists:** The international judging panel will receive 25 pre-selected photos per category. No metadata or creator information will be shared with the international judging panel for anonymous judging to maintain impartiality. Each judge will vote for 5 photos per category. The 5 photos with the most votes in each category become the finalists. In case of a tie, the internal judging panel will cast the deciding vote.
- **Selection of Category Winners:** The international judging panel will receive the 5 finalist photos per category and anonymously vote for 1 photo each. The photo with the most votes becomes the category winner. In case of a tie, the photo with the most votes from the finalist selection round will advance.

SUBMISSION VIA INSTAGRAM

General

- Submissions for the category "Check-In Early" on Instagram are open from May 15, 2025, until midnight CEST on June 15, 2025.
- Photos must be submitted via a public Instagram account using a feed post. Instagram stories, reels or other formats are not allowed.
- Submissions require tagging @mammut, using the hashtag #mammutphotocontest, and including "Check-In Early" in the caption.
- Creators whose photos are pre-selected by the internal judging panel must submit their photos on mammutphotocontest.com and formally accept the Terms of Participation. These creators will be contacted by the Mammut team via Instagram Direct Message after submissions close for further instructions.
- Submitted photos must remain visible on the entrant's public Instagram profile until the winners are announced at the end of August 2025. If a photo is deleted earlier, Mammut reserves the right to disqualify the entry.

Photo Files / Format for Submissions

Entries for the Instagram Category "Check-In Early" must fulfill the following criteria:

- **Medium:** Photos shot digitally or on film are accepted. Film prints and transparencies must be drum-scanned at high resolution and delivered digitally. No physical prints will be accepted.
- **Online submission format:** JPG
- **Minimum picture size:** 12 megapixels (e.g., 3024 x 4032 pixels)
- **Format:** Submissions must follow Instagram's official format requirements.
- Instagram filters are allowed. However, by using them, creators must save and be able to provide all versions of the photo if requested (see [FAQ](#) of the Mammut Photo Contest for detailed instructions).
- All finalists will be required to provide the original file in RAW, TIFF format, or original mobile file. If such information is not provided, submissions may be disqualified.

Judging

- Entries from the Instagram category "Check-In Early" will be judged after submissions close on June 15, 2025.
- **Pre-Selection:** An internal Mammut judging panel will pre-select 25 photos based on technical superiority, composition, creativity, impact, artistic flair, and overall photographic excellence.
- **Selection of Finalists:** The public will vote for the finalists and the public voting will take place on mammutphotocontest.com at the end of June 2025. Users can vote for up to 5 photos. The 5 photos with the most votes become the finalists. In case of a tie, the internal judging panel will cast the deciding vote.
- **Selection of the Category Winner:** The public will vote for the category winner and the public voting will take place on mammutphotocontest.com at the beginning of July 2025. Users can vote for 1 of the 5 finalists. The photo with the most votes will be the category winner. In case of a tie, the finalist photo with the most previous votes will advance.

JUDGING OF THE OVERALL WINNER

- The international judging panel will vote to determine the overall winner from among the 5 winners of the mammutphotocontest.com categories and the Instagram category winner.
- Each judge will vote for 1 of the 6 category winning photos.
- The photo with the most votes will be the overall winner of the Mammut Photo Contest 2025.
- In case of a tie, the internal judging panel will cast the deciding vote.
- All decisions made by the internal and international judging panels are final. Legal review of these decisions is excluded.

WINNERS ANNOUNCEMENT & PRIZES

- The finalists and winners of the five categories from mammutphotocontest.com, the winner of the Instagram category, as well as the overall winner of the Mammut Photo Contest 2025, will be announced at the end of August 2025 on Mammut's website and social media channels.
- The finalist photos from all categories of the Mammut Photo Contest 2025 (30 finalist photos in total) may be displayed in the Mammut Photo Contest Exhibition at the end of August 2025.
- The creators of the finalist photos from all categories will be invited to the opening of the Mammut Photo Contest Exhibition at the end of August 2025 (location and additional terms and details to be announced no later than the beginning of August 2025; travel costs are not included).
- The category winners and the overall winner will receive first-place honors.
- All finalists, category winners, and the overall winner of the Mammut Photo Contest 2025 will receive a selection of outstanding prizes provided by Mammut and partners of the Mammut Photo Contest 2025. Prizes will be awarded as outlined below:

The **overall winner** will win a once-in-a-lifetime adventure with Chris Burkard in the Swiss Alps tailored for photography and exploration including 2 Economy Class airline tickets with SWISS (valid from any location served by SWISS), the premium segment SL2-S Kit with Vario-Elmarit-SL 24-70 from the German camera manufacturer Leica, a high-quality camera strap by COOPH, a portable SSD2GO PKT 2 TB with Tech Pouch provided by Angelbird, , and 2 seven-day Swiss Travel Passes (1st class) for unlimited travel within Switzerland. The overall winner will also receive the same prizes awarded to the category winners.

Each of the 6 **category winners** will receive a Mammut deluxe summer kit consisting of Mammut Comfort Fiber Sleeping Bag -5C, Ducan Guide Hardshell Hooded Jacket, Mountain Tough Pants, Mammut Ducan Spine 28-35 backpack, Mammut Core T-shirt, Aenergy Light Cap, Smart Wallet Ultralight, First Aid Kit Pro, Mammut Pocket Knife. Additionally, the category winners will receive a one-day guided mountain experience with ZERMATTERS, including their brand Mammut Mountain School, and 2 nights' accommodation in Zermatt, Switzerland (excluding travel and food costs, valid until December 13, 2026), a one-year membership in the Mammut Collective Pro Deal Program, a SDXC UHS-II V60 128 GB Memory Card with Card Reader SD provided by Angelbird and an All in One annual subscription to Capture One Photo Software.

The remaining 24 **finalists** will each receive a Mammut ultimate summer kit including a Mammut Ducan Spine 28-35 backpack, Mammut Core T-shirt, Aenergy Light Cap, Smart Wallet Ultralight, First Aid Kit, Mammut Pocket Knife, a one-year membership in the Mammut Collective Pro Deal

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Program, a SDXC UHS-I V30 64 GB Memory Card provided by Angelbird and an All in One annual subscription to Capture One Photo Software.

The travel-related prizes described above are subject to blackout dates, during which the prizes cannot be redeemed, booked, or used. These blackout periods are determined based on seasonal restrictions, availability, or peak travel times, and are as follows:

December 15, 2025 - January 4, 2026

April 6, 2026 - April 19, 2026

December 14, 2026 - December 31, 2026

Note: In the event that any of the prizes described above becomes unavailable for any reason, Mammut reserves the right to substitute it with another item of equal or greater value, at its sole discretion and without prior notice.

LEGAL

WARRANTIES AND REPRESENTATIONS

Submitting creators must own all rights to any photos entered in this contest. By submitting a photo, the creator represents and warrants that such submission and use as devised herein does not infringe any third-party rights (in particular copyrights, personality rights and data privacy rights) and or other rights protected by law.

COPYRIGHTS

All photos submitted for consideration in the Mammut Photo Contest 2025 remain the sole property of the creator. Entrants retain copyright over each of their photos.

Entrants hereby grant Mammut Sports Group AG the sublicensable, non-exclusive, worldwide and perpetual right to use and exploit the submitted photos without compensation in the context of the Mammut Photo Contest 2025 and future Mammut Photo Contests, the Mammut Exhibition and/or for Mammut Photo Contests promotions, marketing, advertising, events and exhibitions of all kind. This includes the perpetual and worldwide use of the submitted photos in any media, in particular any print-media (e.g. magazines, newspapers, books) and electronic/digital offline and online media (e.g. on Mammut or associated websites such as all websites operated by Mammut and its affiliates) or social internet platforms and third party networks and websites.

Mammut Sports Group AG is entitled to sublicense these rights, in particular to its affiliates, subsidiaries, sponsors and partners and its service providers (e.g. ZOOM Productions GmbH, Felderstrasse 12, 5330 Fuschl am See, Austria). To protect the copyright of the creator, the Mammut Sports Group AG will use the submitted photos only in low resolution whenever this is reasonable and technically possible (e.g. on the internet). Credits will be given according to the customary practice in the media business (© name of the creator / Mammut Photo Contest).

DATA

Entrant acknowledges that their personal data contained in the Application Form will be registered in electronic form by Mammut Sports Group AG in order to hold the Mammut Photo Contest 2025 and to process the data as described in Mammut's privacy policy of the contest.

For detailed information please consult [our data privacy policy](#).

TERMINATION

We may suspend and terminate the Mammut Photo Contest 2025 at any time, appropriately taking under consideration the mutual interests in duly conducting the Mammut Photo Contest 2025.

MISCELLANEOUS

The invalidity of one or more provisions in this Rules and Regulations/ Terms of participation shall not affect the validity of the rest of this document. The void or ineffective provision shall be replaced by Mammut Photo Contest 2025 by such provision that best legally and economically approximates to the purpose of the void one.

These Rules and Regulations/ Terms of participation shall be governed by and construed in accordance with the laws of Switzerland, without regard to its conflict of laws principles. Any dispute, controversy, or claim arising out of or in relation to these Rules and Regulations/ Terms of participation shall be subject to the jurisdiction of the competent courts of Lenzburg, Switzerland.

We reserve the right to review and revise the Terms from time to time. You will be notified in due time of such changes, which will appropriately consider the mutual interests in duly conducting the Mammut Photo Contest 2025. You will be deemed to have accepted any such changes if we do not receive an objection in legally due time of not more than four weeks subsequently to being made aware of our revised Terms. We will duly make you aware of these consequences upon notification of changes. You should therefore check the website from time to time to review the current Terms. In case you object to the changes we may need to exclude the respective submission from the contest.

Employees of Mammut, its subsidiaries, advertising and promotion agencies and their immediate family members are not eligible to participate.

In the event of any discrepancy, misstatement, omission or error appearing in the various language translations on the particulars and condition herein, the English version shall prevail.