



Outdoor
Photographer

Digital
Photo

IMAGING
RESOURCE

BirdWatching



MADAVOR MEDIA'S 2021 CONTESTS



We would like to announce our 2021 schedule containing some of the most sought after photo contests in the industry! This year we are excited to introduce multiple contests to Imaging Resource, one of the largest photo news and review sites on the web. With Imaging Resource's dedicated audience now in the know on Madavor contests, your opportunity to gain massive brand awareness to our extremely engaged audience of image storytellers grows that much larger.

2021 CONTEST PLAN



Outdoor Photographer



THE AMERICAN LANDSCAPE

Contest Period: February 23, 2021 – June 1, 2021
Sponsorship Deadline: February 9, 2021
Winners Announced: October 2021



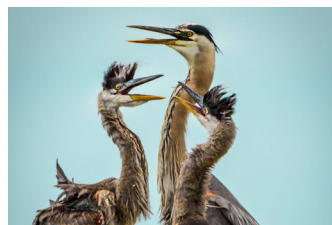
WILDLIFE

Contest Period: June 15, 2021 – August 10, 2021
Sponsorship Deadline: June 1, 2021
Winners Announced: December 2021



NATURE'S COLORS

Contest Period: August 24, 2021 – November 30, 2021
Sponsorship Deadline: August 10, 2021
Winners Announced: April 2022



GREAT OUTDOORS

Contest Period: December 14, 2021 – February 8, 2022
Sponsorship Deadline: November 30, 2021
Winners Announced: June 2022

**Dates are subject to change.*

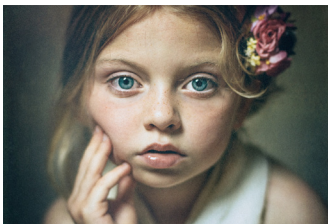
2021 CONTEST PLAN



IMAGING
RESOURCE



Digital
Photo



THE FACE

Contest Period: January 20, 2021 – March 23, 2021

Sponsorship Deadline: January 13, 2021

Winners Announced: July 2021



STREET SCENES

Contest Period: April 13, 2021 – July 27, 2021

Sponsorship Deadline: March 30, 2021

Winners Announced: November 2021



YOUR BEST SHOT

Contest Period: August 17, 2021 – October 12, 2021

Sponsorship Deadline: August 3, 2021

Winners Announced: February 2022



PHONE PHOTOGRAPHY CONTEST

Contest Period: November 9, 2021 – January 4, 2022

Sponsorship Deadline: October 26, 2021

Winners Announced: May 2022

**Dates are subject to change.*

2021 CONTEST PLAN



BirdWatching



THE 2021 BIRDWATCHING PHOTOGRAPHY AWARDS

Contest Period: January 19, 2021 – April 20, 2021
Sponsorship Deadline: January 12, 2021
Winners Announced: August 2021



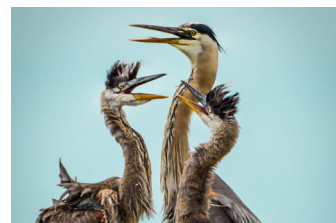
BIRDS IN FLIGHT

Contest Period: May 2, 2021 – June 29, 2021
Sponsorship Deadline: April 18, 2021
Winners Announced: October 2021



BIRD PORTRAIT

Contest Period: July 13, 2021 – October 19, 2021
Sponsorship Deadline: June 29, 2021
Winners Announced: February 2022



BACKYARD & URBAN BIRDS

Contest Period: November 2, 2021 – December 21, 2021
Sponsorship Deadline: October 19, 2021
Winners Announced: April 2022

**Dates are subject to change.*

MARKETING EXPOSURE



SPONSORSHIP PACKAGES PER CONTEST

1) Contest Sponsorship – \$5,000 + product for prizes
Brand recognition on all printed and digital promotional materials
Lead Generation – We deliver qualified leads to you after contest

2) Prize Sponsorship – Product cost
Brand recognition on online contest landing page
Prize images highlighted in promotional email blast
Prize image highlighted on promotional social media post

MARKETING EXPOSURE PER CONTEST

Your logo and links on contest marketing materials.
Full marketing and advertising campaign in print and online.

PRINT

Brand recognition on one (1) FP, 4C ad
Brand recognition on one (1) FP or Spread, 4C ad announcing the winners

DIGITAL

Brand logo within promo banner on OP/BW/DP/IR throughout submission period

Newsletters

Brand logo within Special Header - Three (3) 728x90
Brand logo within OP In the Spotlight - One (1) Spotlight
Brand logo within OP & DPH Banner Ads - Three (3) 728x90 and three (3) 300x250
Brand logo within DPP In the Spotlight One (1) Spotlight

eBlasts

Brand recognition and/or prize highlights throughout submission period within a total of Sixteen (16) dedicated email blasts promoting the program to four (4) unique databases totaling over 198,000 subscribers.

Social Media

Brand recognition and/or prize highlights throughout submission period within a total of at least Sixteen (16) Facebook posts; Sixteen (16) Instagram posts; Sixteen (16) Twitter posts promoting the program to four (4) unique audiences totaling over 2,110,000 Followers.

CONTACT

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