



Legendairy Stanhope Mural Frequently Asked Questions

What sort of photos can I enter?

The mosaic provides an opportunity to showcase what 'Proud People, Proud Community' means to you. Send in an image that celebrates the long-established dairy industry and your local communities – farming, rural life, people, community, historical images, dairy food and industry and iconic photographs.

Who can participate?

People of any age are welcome to participate.

What format should I save my digital images?

Digital images should have a long dimension of at least 1,600 pixels and be saved at 300 dpi. The minimum file size should be at least 1 megabyte.

If possible, please keep a high-resolution version of your photo in your personal files. A minimum of **300 dpi** and **1,600 pixels** wide will be required to be considered as a featured submission.

What if my photograph doesn't meet the format requirements?

Your photos may not be properly displayed on the photo mural unless they meet the requirements outlined above.

When will the mural be installed?

The mural is anticipated to be installed on the exterior wall of Fonterra's new cheese plant and revealed in mid-2017.

Will there be a formal unveiling event?

Yes. Details for the event will be announced closer to installation of the mural.

What category should I select for my photo submission?

Use your best judgement, the following are some ideas you can follow:

1. **Farming & Rural Life:** Animals, landscapes and the day to day activities of our rural community.
2. **People:** Portraits and photos of groups and individuals.
3. **Community:** Events or activities connect our community with the agricultural and dairy heritage; photos that tell us the story of what is like to be part of a proud community.
4. **Historical:** Photographs from the past that capture the enduring spirit of our ancestors and the farming history of rural communities or history of the products made at the factory.
5. **Dairy & Dairy Food:** Dairy, as a source of nutrition, bringing people and Fonterra products together; from preparing a meal to sharing it with family and friends.
6. **Iconic:** Photos that capture the legacy of the dairy industry and relevant moments or personalities involved in the community.

How many photos can I enter into the mural?

You may submit as many entries as you like.

Can I enter photos that have been digitally manipulated or enhanced?

Yes. Fonterra also reserves the right to modify, edit or enhance images as required to meet the technical elements for the mural design.

What rights to my photo do I have?

You will retain the rights to your photograph. However, by submitting your photo for Fonterra's mural initiative, entrants grant Fonterra a royalty-free, perpetual, and non-exclusive licence to display, reproduce, distribute and create derivative works of the submitted entries to promote the mural (without any required payment or additional approval).