

SECRETARIA REGIONAL DE AGRICULTURA E PESCAS
INSTITUTO DO VINHO, DO BORDADO E DO ARTESANATO DA MADEIRA, IP

PHOTOGRAPHY CONTEST

“Madeira Rum – Madeira Rum Festival”

Promoting Entity:

This contest is promoted by the Instituto do Vinho, Bordado e Artesanato da Madeira, IP-RAM (IVBAM), headquartered at Rua Visconde de Anadia, no. 44, Funchal.

1. Contest Objectives

The contest aims to:

- Value photography as a form of artistic expression;
- Promote and affirm Madeira Rum as an identity product of the Autonomous Region of Madeira;
- Give visibility to its origin, production, culture and consumption;
- Stimulate creativity and contribute to the renewal of Madeira Rum’s image.

2. Participants

- The contest is open to amateur and professional photographers;
- Minimum age: 18 years;
- The use of a camera, smartphone or tablet with Android or iOS systems is permitted.

3. Contest Categories

Category A – From Sugarcane to the Mill

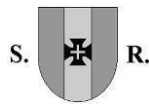
Agricultural landscapes of sugarcane, harvesting, mills, transformation processes and Madeira Rum production.

Category B – Madeira Rum in Consumption Moments

Moments of consumption of Madeira Rum itself, preparation and consumption of cocktails with Madeira Rum, or celebration moments associated with Madeira Rum.

NOTE: Each photograph must fit into only one category.





4. Participation Conditions

- Photographs must be original, unpublished and exclusively authored by the participant;
The following photographs are not accepted:
 - Created using Artificial Intelligence;
 - With signatures, watermarks, frames or identifying elements;
 - Scans, prints or reproductions of other works;
 - Including logos, trademarks or third-party symbols;
 - Previously published in any medium until finalists are announced;
- After finalists are announced, sharing on personal social media is allowed;
- The same photograph cannot compete in more than one category;
- Each participant may submit up to 3 photographs per category, provided they are different.

5. Technical Specifications

- Format: JPEG
- File size: between 5 MB and 12 MB
- Minimum dimension: 1000 pixels on the shortest side
- Resolution suitable for A3 printing (for exhibition purposes);
- Exposure, color and framing adjustments are allowed, provided authenticity is not altered;
- Photographs that do not meet these requirements will not be accepted.

6. How to Apply and Submit Entries

Phase 1 – Expression of Interest

Interested participants must, within the established deadline, send an email expressing their intention to participate to:

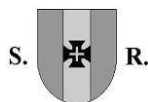
promocao.ivbam@madeira.gov.pt This

email must include:

- Full name
- Phone contact

After receiving the request, IVBAM will send the Contest Registration Form by email.





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Phase 2 – Submission of Registration Form and Photographs To formalize the application, the participant must:

- Fully complete the Registration Form sent by IVBAM;
Send the signed form by email together with the contest photographs within the deadline.

The submission email must include:

- Completed and signed Registration Form;
- Photographs in JPEG format meeting all technical specifications;
- Identification of each photograph (title, category and brief description).

If file size exceeds email limits, a file transfer service may be used and the link sent within the same deadline.

Note: IVBAM will confirm receipt of the expression of interest and application by email.

Only applications completing both phases will be considered valid.

7. Deadlines

- Contest opening: February 9, 2026
- Submission deadline: April 3, 2026 until 17:00
- Selection of 10 finalist photographs: April 6–7, 2026
- Public and jury voting: April 14–17, 2026
- Final selection and announcement of winners: April 18, at Madeira Rum Festival

8. Jury, Evaluation and Public Voting Jury

Photographs will be evaluated by a jury composed of:

- One representative from IVBAM;
- One professional photographer;
- One Rum sector specialist.

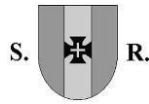
The evaluation process ensures impartiality and anonymity.

Evaluation and Selection

- The jury will evaluate photographs based on defined criteria;
- Finalists will be selected per category;
- Jury decisions are final and not subject to appeal.

Evaluation Criteria





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- Creativity — originality and artistic vision
- Relevance — adequacy to category theme
Technical quality — color, contrast and lighting
- Visual impact — aesthetic and emotional strength

Exhibition and Public Voting

- Finalist photographs will be exhibited during the Madeira Rum Festival (April 14–17);
- During exhibition, photos will be submitted to public vote via mechanism defined by organization (QR code);
- Public voting applies only to jury-selected photographs.

Winning Photographs and Awards

- Winners determined after public vote and jury reevaluation;
- Winning photographs per category will receive prizes;
- Prizes announced and awarded on last day of Madeira Rum Festival;
- Some prizes may not be awarded if quality is insufficient.

9. Prizes

Prizes will be awarded to best works in both categories:

1st Prize

- Three premium Madeira Rum bottles
- Personalized visit to three Madeira Rum mills
- Participation in Madeira Rum masterclass
- “Pau da Poncha” workshop

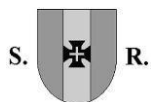
2nd Prize

- Two premium Madeira Rum bottles
- Participation in Madeira Rum masterclass
- “Pau da Poncha” workshop

3rd Prize

- One premium Madeira Rum bottle
- Participation in Madeira Rum masterclass





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- “Pau da Poncha” workshop



Prize Conditions

1. Prizes cannot be converted to cash;
2. Scheduling subject to promoter availability;
3. Winners contacted using registration details;
4. Unused prizes expire with no compensation;
5. Organizer may change prizes due to force majeure;
6. Expenses not mentioned are responsibility of winners.

10. Usage Rights

- By participating, the author authorizes IVBAM to use photographs for institutional promotion of Madeira Rum indefinitely, with author credit;
- Copyright remains with the photographer.

11. General Provisions

- Participation implies full acceptance of regulations;
- After submission, works cannot be changed or replaced;
- Incomplete or late applications not accepted;
- IVBAM may disqualify participants not complying with rules;
- Contest is not sponsored by Facebook, Instagram or other platforms;
- Contest only takes place with minimum 3 participants;
- Regulation valid from official publication date;
- IVBAM may modify or cancel contest if necessary.



