Red Bull illume
IMAGE QUEST 2016

THE ULTIMATE GUIDE TO RED BULL ILLUME 2016

RED BULL ILLUME IS THE WORLD'S GREATEST **INTERNATIONAL PHOTOGRAPHY CONTEST DEDICATED TO ACTION AND ADVENTURE SPORTS**

HERE'S HOW IT WORKS:

SUBMISSION: Dec 1, 2015 – March 31, 2016

WORK

ENTRY
FOLLOW THE STEPS AND SUBMIT YOUR BEST IMAGES

STEP 1
FORMULATE A GAME PLAN

ENTRY DETAILS
11 categories
5 images per category
Each image submitted to 1 category only

STEP 2
CAPTURE AWESOME IMAGES

KEY FACTS
Professional or amateur photographers may submit
Only images taken after April 30, 2013 will be accepted
New in 2016 - Mobile category

STEP 3
VISIT REDBULLILLUME.COM AND CREATE ACCOUNT

- REGISTER AND SUBMIT DETAILS
- READ FAQS AND RULES
- BROWSE PREVIOUS IMAGE GALLERIES

CONTACT US FOR MORE INFO
redbullillume.com
info@redbullillume.com

STEP 4
FORMAT YOUR MIND-BLOWING IMAGES

IMAGE DETAILS
JPG Format
<10 Megabytes
>8 Megapixels

STEP 5
LOG IN AND UPLOAD

HELPFUL TIPS
Submit early to avoid high traffic volumes
Carefully consider the different categories
Double check FAQs and Rules
Quality over quantity – upload your best images

JUDGING

WAIT

JUDGING
HOLD YOUR THUMBS AS 50 RENOWNED JUDGES SIFT THROUGH ENTRIES

JUDGING DETAILS
- 25 IMAGES SELECTED PER CATEGORY
- JUDGES THEN SELECT 5 FINALISTS PER CATEGORY
- 55 FINALISTS GO TO WINNER AWARD CEREMONY + EXHIBITION TOUR

WINNERS
1 OVERALL WINNER
11 CATEGORY WINNERS
1 ATHLETES' CHOICE AWARD
1 PEOPLE'S CHOICE AWARD

WINNER AWARD CEREMONY: Autumn 2016

WIN

STAND A CHANCE TO WIN MORE PRIZES AND EXPOSURE THAN EVER BEFORE

PRIZES
YODOBASHI VOUCHER to the value of **€40,000**
SONY PHOTOGRAPHY GEAR worth **€60,000**
additional **PRIZES** from **G-TECHNOLOGY, TAMRAC AND BRONCOLOR**

CEREMONY: Rub shoulders with the biggest names in the photography industry at the Winner Award Ceremony.
BOOK: Enjoy extensive coverage and be featured in a high-quality coffee table book.
EXPOSURE: Gain priceless exposure and reach eyeballs from heavily trafficked media outlets around the world.
EXHIBIT TOUR: Join the traveling nighttime photo exhibition to capitals and cultural hubs around the world.

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SONY ヨドバシカメラ www.yodobashi.com G tamrac broncolor