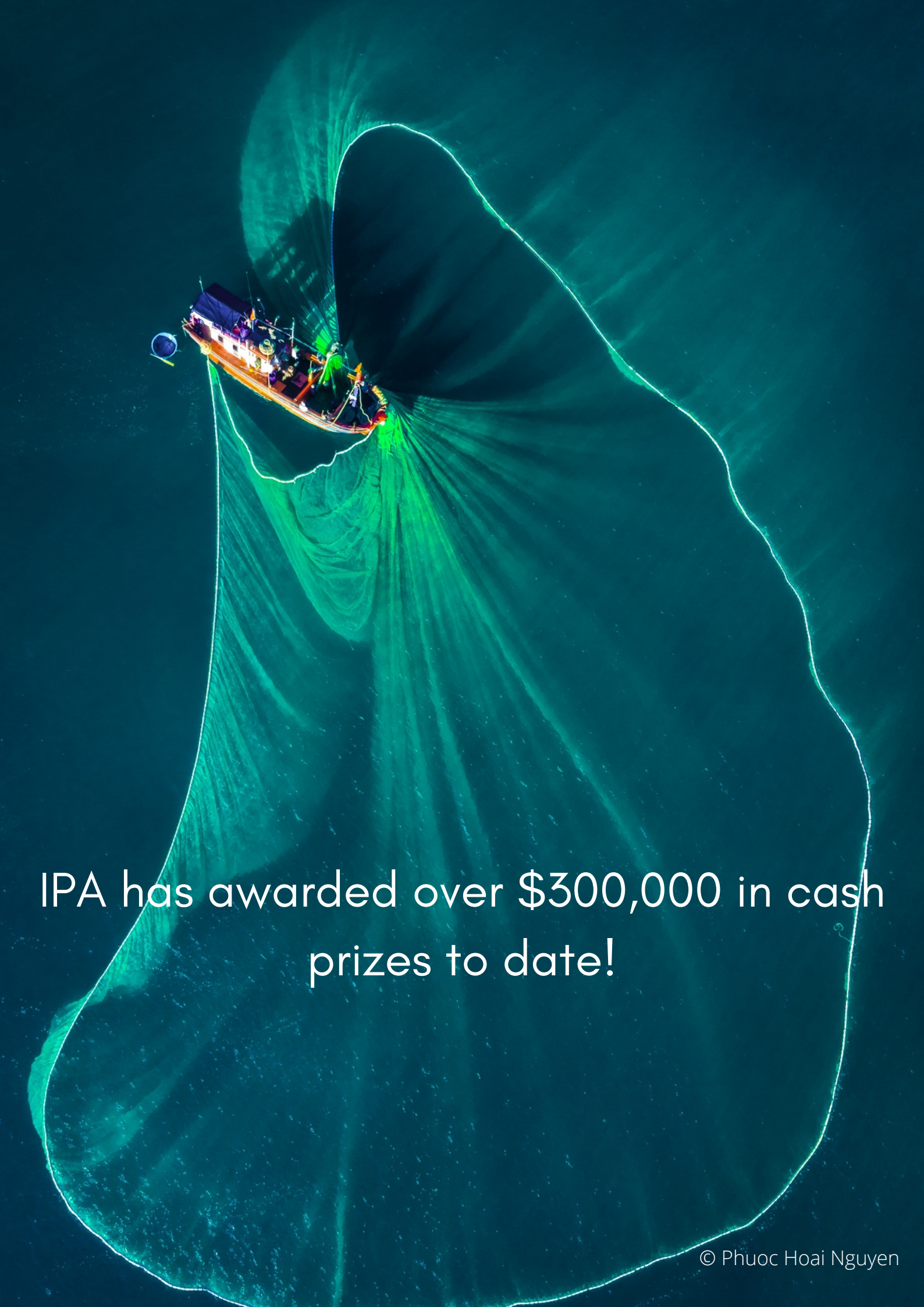


ipa ~ int'l photography awards ~

MEDIA PARTNERSHIP DECK



IPA has awarded over \$300,000 in cash prizes to date!

RECOGNIZE THE ACHIEVEMENTS OF
THE WORLD'S FINEST
PHOTOGRAPHERS, DISCOVER NEW
AND EMERGING TALENT AND
PROMOTE THE APPRECIATION OF
PHOTOGRAPHY ACROSS THE GLOBE
- ipa's mission

The International Photography Awards™ conducts an annual competition for professional, amateur, and student photographers on a global scale, creating one of the most ambitious and comprehensive competitions in the photography world today.

The winners of IPA's main categories, in both professional and non-professional / student levels, will compete for the IPA's top two awards. The main prize in the professional division is "International Photographer of the Year", selected from amongst the professional category winners. The category winners in the amateur and student categories will compete for the title of the "Discovery of the Year".

Besides earning the chance to compete for the top two prizes, the category winner in each professional and non-professional category will also receive a \$1,000 and \$500 cash prize respectively. The Photographer of the Year and Discovery of the Year winners will receive a \$10,000 and \$5,000 cash prize respectively, along with two tickets to attend the Lucie Awards Gala in New York where the final winners will be announced.

The Lucie Awards is the premiere annual event honouring the greatest achievements in photography. The photography community from around the globe pays tribute to the most outstanding people in the field. Each year, the Lucie Advisory Board nominates deserving individuals across a variety of categories. Once these nominations have been received, an honouree in each category is selected. The honourees are presented with the Lucie statue during a spectacular evening at the Lucie Awards gala ceremony in New York.

IPA is a sister-effort of the Lucie Foundation, 501(c) 3 non-profit, charitable foundation whose mission is to honor master photographers, discover and cultivate emerging talent and promote the appreciation of photography worldwide. The annual programming of Lucie Foundation is funded largely through the International Photography Awards, including the signature event, the Lucie Awards.





PRIZES

International Photographer of the Year Award

The top award in the Professional Categories includes The Lucie Trophy and a \$10,000 cash prize.

Discovery of the Year Award

The top award in the Non-Professional Categories includes The Lucie Trophy and a \$5,000 cash prize.

The winner of these two awards will be announced during the Lucie Awards Ceremony.

Category Winners – Professional

The 13 Category winners in the Professional Categories will each receive the IPA Trophy, a \$1,000 cash prize and two tickets to attend the Lucie Awards Gala in New York city where they will be finalists for the International Photographer of the Year.

Category Winners – Non-professional / Student

The 13 Category winners in the Non-Professional / Student Categories will each receive the IPA Trophy, a \$500 cash prize and two tickets to attend the Lucie Awards Gala in New York city where they will be finalists for the Discovery of the Year.

Prizes for 1st, 2nd, and 3rd prize winners in all sub-categories include:

- Printable Winner Certificate and IPA Winner Badge
- Publication in the IPA Annual Book of Photography
- A curated selection of winning images to be exhibited in the IPA Best of Show Exhibition which opens in the House of Lucie in Budapest, Hungary and is shown around the world through the following year.
- Receive significant international publicity and extensive media exposure through our online promotional campaign, and magazine and newspaper partners distributing and promoting winners works. The International Photography Awards has awarded over \$300,000 in cash prizes to date!

CATEGORIES: Advertising, Analog/Film, Architecture, Book, Deeper Perspective, Editorial/Press, Event, Fine Art, Still in Motion, Nature, People, Special and Sports.



© Katja Ogrin

Works will be evaluated by world renowned gallerists, photo editors and directors, art collectors, and other photography luminaries who comprise the IPA jury panel.

"One single photo can encompass a world, known and unknown. Through these startling IPA entries, we are front and center, not confined at all. An image removes all these barriers. It's photography that always navigates that space, in our mind and soul. Photography has more significance now than ever before."

- Susan Baraz, Head of IPA Jury





OUR ESTEEMED JURY PANEL

Entrants will have their work evaluated by world-renowned photographers, gallerists, photo-editors and directors, art collectors and other photography luminaries.

Susan Baraz

IPA Head of Judges

Amy Salzman

Senior Art Producer,
Saatchi & Saatchi NY

Annette Fausboll

Ugly Duckling Projects
(Singapore)

Bryan Yedinak

Modernbook Gallery

Charlotte Morgan

Morgan Lockyer

Christina Force

Founder, Chairperson,
NZ Agents & Producers
Association

Cynthia Held

Owner, Held & Associates

David Clarke

Head of Photography, Tate

Emanuele Cucuzza

Founder, Image in Progress

Frank Meo

Founder, thephotocloser.com

Hugh Merrell

Merrell Publishers

John Kenney

Founder, JK and Artist
Management Agency

Juan Curto

Camara Oscura Galeria de Arte

Kevin O Connor

Founding Partner and Executive
Producer, Kalectiv

Manik Katyal

Founder, Editor-in-Chief
Emaho Magazine

Phil Coomes

Picture Editor, BBC

Tiffany Sprague

Director of Publications and Editorial
Services, Yale University Art Gallery

INTERNATIONAL PHOTOGRAPHY AWARDS

Media Partnership

Partner with the International Photography Awards to receive online and print publications exposure to reach the IPA photography, gallery and curator community.

PRINT EXPOSURE

- Logo inclusion in the IPA annual winning photo book as media partner
- Logo Inclusion in the exhibition catalogue

ONLINE RECOGNITION

- Linked Logo on IPA website as media partner
- Partnership announcement on IPA social media platforms

DIRECT MARKETING

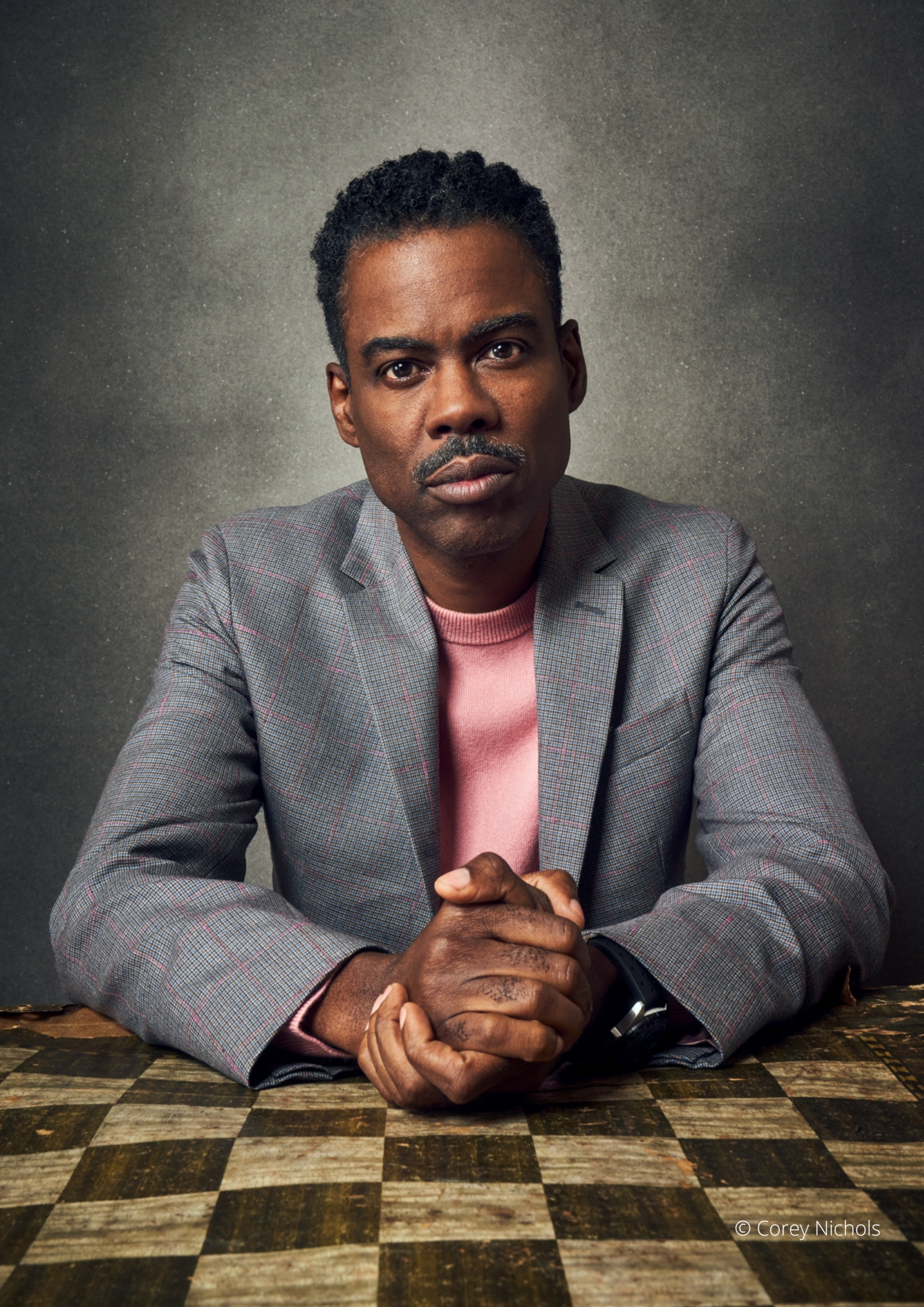
Linked logo on the e-newsletter sent out to IPA community of 120,000 subscribers (Galleries, curators, press, photographers and organizations)

ADDED BENEFITS

- Priority Access to news, press releases and details about up-coming IPA events.
- Opportunity to collaborate with other IPA partners to develop and create cross-promotional campaigns
- Access / introduction to the Awards winners for interviews or dedicated articles

WHAT YOUR PUBLICATION WILL PROVIDE TO INTERNATIONAL PHOTOGRAPHY AWARDS

- Two 4-colors full page ads in your publication
- A prominent link from your website to the IPA website
- An announcement on your website about the partnership
- Publish the Awards winners, editorial + pictures, cover the exhibition news.
- Call for entries on your social media platforms and emailing (direct marketing / e-newsletter) with competition and deadline announcement.



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