

From: John F. Martin
Images for Conservation Fund (ICF)

TO: All Professional Nature Photographers
Date: November 3, 2008

You are invited to apply to the Conservation Event of the Twenty-First Century. The Pro-Tour of Nature Photography Border Region of Laredo, Texas will be held April 2010. Sponsored by Images for Conservation Fund (ICF), a non-profit 501(c)(3) organization whose Mission is conservation of wildlife using the power of nature photography. This all professional photographic tournament offers an unprecedented **\$180,000** in total prize money and is the first competition of its kind in the world.

The Pro-Tour of Nature Photography will select 20 landowners from applicants representing an 8-county area around Laredo, Texas then randomly match those landowners with 20 professional nature photographers for an intensive world-class competition that will take place April 1 through 30, 2010. Each photographer/landowner team will submit a 75-image portfolio. Award-winning portfolios and images will win cash awards to be shared equally by the teammates. A collection of outstanding images will be featured in a commemorative coffee-table book and a traveling exhibit for museums and major sponsors. (See Rules for details)

Full Time Professional Photographers (at least 80% of earned income must come from nature photography) are invited to apply now for participation in the world's premier Pro-Tour of Nature Photography. The competition is now open for the twenty positions. The deadline for applications is March 31, 2009.

"This event promotes the international border region of Laredo, Texas as a major destination for nature photographers everywhere," says John F. Martin, Chairman and founder of the Images for Conservation Fund. "We created ICF and the Pro-Tour to establish the private lands nature photo tourism industry as a significant new stream of revenue for private landowners. This new industry will also become a major new income source to trip, tour and workshop operators, guides and photography ranch design contractors. As nature photographers pay landowners for use of their land, landowners are encouraged to protect and enhance native eco-systems. The developing nature photo tourism industry will provide economic incentives for landowners and rural communities—this is conservation through positive economics."

Webb County and the bordering 7 counties sit at the edge of the Chihuahuan Desert, but feature over 100 miles of Rio Grande river frontage. Black Bear are moving in from Mexico, Ocelot and Jaguarundi have been sighted on numerous occasions and the area is home to a large population of Mountain Lion. This area is 98% privately owned and is noted for its large ranches. The eight county area is among the most biodiverse regions in North America.

The Pro-Tour of Nature Photography offers sponsorship opportunities for corporations, foundations and individuals. For applications and information, call Gail Hoffman (361) 937-4215 or John F. Martin at (956) 381-1264 or visit www.imagesforconservation.org.

2010 Pro-Tour of Nature Photography Photographer Application

The Goal of the ICF Pro-Tour of Nature Photography is to be the greatest conservation event ever held—the world's most accomplished nature photographers joining together with the owners of land that has significant biodiversity for a championship competition to encourage habitat conservation on private land.

**NOTE: Proof of Qualifications is due by July 31, 2009.
See Pro-Tour Rules for details.**

Name	
Address	
City/State/Zip	
Phone	
Cell	
Fax	
E-mail	

Within the past three (3) years, have you photographed anywhere in the Laredo, Texas region?

- YES
- NO

If YES, please specify which ranches:

Fax this form to 956-381-8422
or Email it to: john.martin@imagesforconservation.org

Timeline of Events:

March 31, 2009	Photographer Applications Due
September 2009	Photographer Participants Announced
March 27, 2010	Symposium & Matching Event
April 1 – April 30, 2010	Pro-Tour Competition
May 17, 2010	Submissions
May 27 - 30 2010	Judging
June 19 or 26 2010	Awards Ceremony
October 2010	Book Dedication

Pro-Tour Awards

Team Placement (Based on points)	Team Cash (Assuming \$180,000 total payout)
1	\$40,000
2	\$25,000
3	\$14,000
4	\$12,500
5	\$11,500
6	\$7,500
7	\$6,500
8	\$4,000
9	\$2,000
10	\$2,000
Portfolio Total	\$125,000
110 images: \$500 each	\$55,000
Total	\$180,000

Note: \$180,000 will be awarded assuming that amount is raised otherwise we will payout in the same percentages as above.

Grand Prize Winners and Team placements are determined solely by the total of aggregate points awarded by the Judges for each Team's Portfolio of up to 75 Images.