



2020 ACL Fest/COTA Financial Aid Student Social Media Contest Official Rules and Regulations

Contest Eligibility: The 2020 ACL Fest/College Insight Student Contest **participation is limited** to public high school campuses operated by Austin ISD, Hutto ISD, Leander ISD, Pflugerville ISD, and Round Rock ISD. Participating Charter Schools will include KIPP, Harmony, and NYOS. Only Class of 2020 High School Senior Students are eligible to participate from the mentioned school district campuses and Charter Schools.

Contest Entry Period: The ACL Fest/College Insight Student Social Media Contest begins **September 23rd** and ends on **October 9th** at 12 p.m. Our COTA Formula 1 United States Grand Prix concert contest will continue through **October 29th**, 2019. Public high school campuses and mentioned Charter Schools, in the above referenced districts and charter schools, are automatically eligible to participate, even if they are not hosting their own Financial Aid event. Due to resource limitations, we are unable to include privately run high schools.

Prizes are limited to: Class of 2020 high school senior students from each campus. Winners to be determined by the Austin Chamber from the pool of high school seniors that have registered for the 2020 FAFSA Events. Winning high school seniors will receive no more than 2 day passes to either the first or the second weekend of the Austin City Limits Music Festival. Winners separately selected for COTA passes will receive 2 passes for either Friday, November 1st, or Saturday, November 2nd. Passes will be distributed to event registrants from the winning campus after school hours by the Austin Chamber unless the student has parental permission to pick up earlier. Winning High School Seniors will have discretion to share their passes with senior classmates on their campus that helped create traffic for their social media posts promoting FAFSA event registration and early FAFSA completion. The Austin Chamber will determine and issue passes to winners based on the criteria below.

For purposes of the competition, high school campuses will be split into large, medium, and small enrollment categories. Campus categories will be divided as follows:

- Campuses with enrollment ranging from 700-450 seniors will be placed in the large campus group.
- Campuses with enrollment ranging from 449-200 seniors will be placed in the medium campus group.
- Campuses with enrollment ranging from 199-50 seniors will be placed in the small campus group.

High school seniors selected as winners during for the first weekend of the festival will not be eligible to win passes for the second weekend of the festival.

Contest Winners: Winning high school seniors will be selected from large, medium, and small campus categories based on the percentage of seniors that sign up to attend an event at www.collegeinsight.com and the amount of both Twitter and Instagram activities. Participating high school senior's Instagram and Twitter activities should encourage others to sign up for events. Each winning High School Seniors will receive no more than 2 passes for either the first, or second, weekend of the ACL Festival, or COTA F1 passes for either Friday or Saturday via random selection based on event registration/re-tweets/Instagram activities from their campus. **Passes will be distributed to event registrants from the winning campus after school hours by the Austin Chamber unless the student has parental permission to pick up earlier.**

High school seniors selected as winners during for the first weekend of the ACL Festival will not be eligible to win passes for the second weekend of the ACL Festival. Similarly, COTA winners will not receive passes for more than F1 one race day or concert.

Approximate retail value of the Prize: Retail values for ACL Fest and COTA passes shall not exceed \$300 per pass. Only high school seniors, as indicated above, will be selected as winners for 2020 and both ACL Fest or COTA passes will be randomly allotted to student registrants from the winning high school campuses as stipulated above. ACL Fest and COTA pass winners will be randomly selected from winning high school campuses based on their event registrations at Collegelnsight.com

Previously Purchased Passes: If a winning high school senior has already purchased an ACL Fest wrist-band for October 4-13 or COTA wrist-band for November 1st or November 2nd, the Austin Chamber will allow the student to transfer those tickets to another Class of 2020 student who registered for an FAFSA Event and encouraged their classmates to file their FAFSA. Under NO circumstance will the Austin Chamber convert ACL Fest and COTA passes to a cash prize.

Cost Differential or Cost of Event Attendance: ACL Fest and COTA passes will be provided to designated winners as determined by the Chamber. No other costs related to ACL Fest and COTA attendance or transportation costs will be provided.

Announcement of Winners: The Austin Chamber will notify the winning high school seniors that has been awarded a prize for their campus category. Winners for ACL Fest Weekend 1 will be announced on **October 2nd**. Winners for Weekend 2 will be announced on **October 9th**. Winners for **November 1st** and **November 2nd** COTA F1 concert passes will be announced on **October 30th**. Wining high school seniors will be notified by email or telephone. To claim the prize, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber on before the winners are announced, as indicated in the notification. **Failure to claim the prize as specified in the Chamber instructions will result in forfeiture of the prize.**

Contest Promotion: Participating high school seniors are responsible for coordinating campus specific marketing pushes for both Twitter and Instagram Activities for their campus and to ensure all social media posts adhere to school district social media guidelines. As district social media protocols may differ, where doubt exists about district protocols/guidelines, students should consult their campus counselor or the Austin Chamber for guidance. The Austin Chamber will provide high school counselors and guidance directors with updated reports on Retweets/Instagram Activities by campus, so that students can track campus progress on the contest.

Unclaimed Prizes: Prizes deemed by Austin Chamber to be undeliverable, or otherwise not claimed on **October 4th , 11th, and 31st** by 3:30 will be forfeited per notice included in the award notification. No substitutions or exchanges (including for cash) of any prizes will be permitted

General Release: All those selected as winners under contest rules will receive ACL Fest passes or COTA F1 passes as outlined above and release the Austin Chamber from any liability whatsoever, waiving any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest, or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory. Students selected as winners under contest rules will release the Austin Chamber from any liability whatsoever, waiving any and all causes of action, related to any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Contest, or delivery, misdelivery, acceptance, possession, use of or inability to use any prize (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to or destruction of property, rights of publicity or privacy, defamation or portrayal in a false light, whether intentional or unintentional), whether under a theory of contract, tort (including negligence), warranty or other theory.

Use of Likeness, etc: Where possible, the Austin Chamber vendors/contractors will obtain signed photo releases to use campus winner names, likenesses, prize information without limitation, for promotional purposes without further permission or compensation.

Miscellaneous: The Contest and these Official Rules will be governed, construed and interpreted under the laws of the State of Texas. The Austin Chamber reserves the right to change these Official Rules at any time, in its sole discretion, and to suspend or cancel the contest due to causes beyond the Austin Chamber's control, when said causes affect the administration, security of the Contest, or if the Austin Chamber otherwise becomes (as determined in its sole discretion) incapable of running the Contest as planned.

Other specifications: If an event must be postponed due to inclement weather, or severe weather conditions, the Austin Chamber, or its contractors reserve the right to cancel and reschedule, if there is any danger to personnel or potential for contractor equipment to be damaged. All prizes are awarded in good faith "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, including without limitation, any implied warranty of merchantability or fitness for a particular purpose. The Austin Chamber will not be responsible for any malicious damage or injury associated with prizes or contest participation.

Contest Sponsors: Austin Chamber of Commerce, Austin City Limits Music Festival, and the Circuit of the Americas.

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