



2021 FAFSA Campaign Student Social Media Contest Official Rules and Regulations

Contest Eligibility: The 2020-2021 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 2021 High School Senior Students are eligible to participate from the mentioned school district campuses and Charter Schools.

Contest Entry Period: The College Insight Student Social Media Contest begins **October 1st, 2020** and ends on **January 31st, 2021** at 12 p.m. **Winners will be selected after the campaign and later announced on or prior to February 25th, 2021 at 12 p.m.** 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 2021 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 2021 FAFSA Contest and Events. **High school seniors that entered in this contest are in the running for a scholarship valued at \$2,500 from the Austin Chamber. Further, high school seniors that have entered the contest are also in the running for mini incentives/prizes.** Winners for mini incentives/prizes will be notified by email or telephone through their counselor. To claim the mini incentives/prizes, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber, through their high school counselor, on before the winners are announced, as indicated in the notification. Failure to claim the mini incentives/prizes as specified in the Chamber instructions will result in forfeiture of the prize. The Austin Chamber will determine and issue the scholarships 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 800-500 seniors will be placed in the large campus group.
- Campuses with enrollment ranging from 500-200 seniors will be placed in the medium campus group.
- Campuses with enrollment ranging from 200-60 seniors will be placed in the small campus group.

There will be three \$2,500 scholarship be given out based on the large, medium, and small enrollment campus categories. Only one high school senior from each of the enrollment campus categories will be selected as a winner for the \$2,500 scholarship.

Scholarship Contest Winners: Scholarship winners will be determined based on their social media efforts to promote FAFSA completion/events for their campus, the percentage of seniors from each campus that sign up/register for events at CollegeInsight, FAFSA event attendance, and overall FAFSA filings from their campus. Between Thursday October 1st, 2020 and Friday January 31st, 2021. **Only one high school senior from each of the enrollment campus categories will be selected as a winner for the \$2,500 scholarship. Winners will be selected after the FAFSA Campaign and later announced on or prior February 25th, 2021 at 12 p.m. Selected scholarship winners must show an accepted letter of tuition bill as proof to accept the scholarship prize.**

Mini-incentives/prizes Winners: Further, high school seniors that have entered the contest are also in the running for mini incentives/prizes of Apple/Amazon gift cards. Winners for mini incentives/prizes will be notified by email or telephone through their counselor. To claim the mini incentives/prizes, the winner should follow the

instructions contained in the award notification to be issued by the Austin Chamber, through their high school counselor, on before the winners are announced, as indicated in the notification. Failure to claim the mini incentives/prizes as specified in the Chamber instructions will result in forfeiture of the prize.

Approximate retail value of the Prize: Scholarships given out for all three campus categories of the contest will equal to \$7,500. The mini incentives/prizes (Apple/Amazon gift cards) given out will equal to \$3,500. Only high school seniors that entered the contest, as indicated above, will be selected as winners for the contest and the scholarships will be randomly allotted to student registrants from the winning high school campuses as stipulated above. Mini incentive winners will be randomly selected from winning high school campuses based on their event registrations and actual attendance at Collegelnsight.com.

Announcement of Scholarship Winners: The Austin Chamber will notify the winners of the 2020-2021 FAFSA Campaign Contest Scholarship Winner at 12:00PM by email or phone on or prior to February 25th, 2021. Due to current health and safety guidelines in place for COVID-19, it is still to be determined if a small ceremony/reception will be held for the student scholarship winners. **Selected scholarship winners must show an accepted letter of tuition bill as proof to accept the scholarship prize.**

Announcement of Mini-Incentives/Prizes: Winners for mini incentives/prizes will be notified by email or telephone through their counselor. To claim the mini incentives/prizes, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber, through their high school counselor, on before the winners are announced, as indicated in the notification. **Failure to claim the mini incentive contest prizes 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 they adhere to school district social media guidelines. As district social media protocols may differ, where doubt exists about district protocols/guideline, students should consult their campus counselor or the Austin Chamber for guidance. The Austin Chamber will provide students with updated reports on Retweets/Instagram Activities by campus, so that students can track campus progress on the contest.

Unclaimed Prizes: Mini Incentives/prizes Contest Prizes deemed by Austin Chamber and or the student counselors to be undeliverable, or otherwise not claimed will be forfeited per notice included in award notification. No substitutions or exchanges of the mini incentive prizes will be permitted.

***General Release:** All those selected as winners under contest rules will receive scholarships 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 FAFSA 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.

 @collegeNsight

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2021 FAFSA Campaign Social Media Contest

Purpose - The Austin Chamber's College Insight program invites high school seniors to participate in our 2020-2021 social media contest to promote regional virtual FAFSA completion events, and encourage early FAFSA submissions to help students qualify for scholarships, grants and other need and merit based funding for college.

Contest - High school seniors who participate in the contest by helping promote virtual FAFSA event registrations and FAFSA completion among their classmates will be given the **opportunity to win the main prize of a \$2,500 scholarship from the Austin Chamber. Further, high school seniors that have entered the contest will also be eligible for mini incentive/prizes between October 2020 and January 2021.**

Students from eligible High schools will be categorized in three groups based on campus size. Scholarship winners will be determined based on their social media efforts to promote FAFSA completion/events for their campus, the percentage of seniors from each campus that sign up/register for events at [CollegeInsight](#), FAFSA event attendance, and overall FAFSA filings from their campus. Between Thursday October 1st, 2020 and Friday January 31st, 2021. To support FAFSA event promotion on partner campuses, mini incentive/prize winners will be selected randomly based on campus FAFSA event registrations, Instagram, and campus FAFSA filings.

Winners for mini incentives/prizes (Apple/Amazon gift cards) will be notified by email or telephone through their counselor. To claim the mini incentives/prizes, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber, through their high school counselor, on before the winners are announced, as indicated in the notification. Failure to claim the mini incentives/prizes as specified in the Chamber instructions will result in forfeiture of the prize.

All participants must abide by contest rules and ensure they adhere to their campus or ISD's social media protocols/guidelines.

Entry Criteria - To qualify, students **must** complete the following actions:

1. Register on the [FAFSA Campaign Contest Page](#) to enter contest and verify social media accounts.
2. Register on [CollegeInsight.com](#) to attend a FAFSA Event (we will check).
3. If you sign up for and **attend** a Virtual FAFSA Event, you get 1 entry into raffle
4. Tag as many senior friends as you can to sign up
5. You get an additional raffle entry for each friend who signs up for and **attends** a Virtual FAFSA event

To Win Students Must:

- Complete the five actions listed above.
- Encourage classmates on their campus to sign up and financial aid events, as well generate the largest amount of Instagram activity for their campus.
- Receive the largest share of event registrations, event attendance, campus FAFSA filing rate ranking, retweets, Instagram comments and likes.

Winners will be determined by the Austin Chamber of Commerce based on the multiple metrics/criteria outlined above.

Terms and Conditions:

- Winners for mini incentive (Apple/Amazon gift cards) will be notified by email or telephone through their counselor throughout the contest period (Oct 1 to Jan 31). To claim the mini incentive prizes, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber, through their high school counselor, on before the winners are announced, as indicated in the notification. **Failure to claim the mini incentive contest prize as specified in the Chamber instructions will result in forfeiture of the prize.**
- The Austin Chamber will notify the winners of the 2021 FAFSA Campaign Contest Scholarship by 12:00PM on or prior to Feb 25, 2021 by email or phone. Due to current health and safety guidelines in place for COVID-19, it is still to be determined if a small ceremony/reception will be held for the student scholarship winners. **Selected scholarship winners must present a accepted letter of tuition bill in order to accept the scholarship award.**
- Official contest rules are [here](#). By entering this contest, you consent to these rules.
- If at any time you need assistance, please contact your school counselor or the Austin Chamber at gzavala@austinchamber.com or zchen@austinchamber.com.