



## 2017 ACL/Financial Aid Student Leader Social Media Contest Official Rules and Regulations

**Contest Eligibility:** 2017 ACL/College Insight Student Leader Contest PARTICIPATION IS LIMITED to public high school campuses operated by Austin ISD, Hutto ISD, Leander ISD, Pflugerville ISD, and Round Rock ISD. Participating Charters for 2017 will include KIPP, Harmony, and NYOS. Limited participation is also extended to Austin Community College (ACC) students as stipulated below.

**Contest Entry Period:** The ACL/College Insight Student Leader Social Media Contest begins **September 25<sup>th</sup>** and ends on **October 12<sup>th</sup>** at 12 p.m. Public high school campuses, in the above referenced districts, 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. Participation for Austin Community College students is limited to ACC students who register for a FAFSA completion event at [Collegelnsight.com](http://Collegelnsight.com) see additional provisions below.

**Prizes are limited to:** Student leader representatives from each campus as selected by the campus counselors/advisors. Winners to be determined by the Austin Chamber from the pool of student leader names provided. Student leaders will receive no more than 4 passes to the second weekend of the Austin City Limits (ACL) festival and a pre-show, exclusive backstage tour of the ACL grounds on October 12th. Classmates on the winning student leader's campus who register for their campus event will be eligible to win 2 passes via random selection, for the first or second weekend of the festival, based on event registration/re-tweets 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. Student leaders will have discretion to share their passes with teammates 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 student leader and counselor 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.

ACC students who register for events on ACC campuses will be eligible to win passes for either weekend 1 or weekend 2 of ACL Fest based on their registration at [Collegelnsight.com](http://Collegelnsight.com) and verification of enrollment at ACC.

Students 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:** Exactly 1 winning student leader 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](http://www.collegeinsight.com) and amount of Twitter activity (retweets and favorites) they are able to secure for their Tweet tagging the Chamber's @collegeNsight Twitter handle as determined by the Chamber. The student leader's tweet should encourage others to sign up for events, tag the @collegeNsight Twitter feed and to get retweets and favorites.

Student leaders will receive no more than 4 passes to the second weekend of the Austin City Limits (ACL) festival and a pre-show, exclusive backstage tour of the ACL grounds on October 12th. Classmates on the

winning student leader's campus who register for their campus event will be eligible to win 2 passes via random selection, for the first or second weekend of the festival, based on event registration/re-tweets 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.**

ACC students selected to win passes for either weekend 1 or weekend 2 of ACL will be randomly selected based on their registration for ACC FAFSA completion events on [www.collegeinsight.com](http://www.collegeinsight.com) and receive no more than 2 FAFSA passes for either the first or second weekend of the ACL Festival. A total of 5 winning ACC students will be selected to receive passes for either the first or second weekend of the ACL Festival via random selection as indicated above. Students 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.

**Approximate retail value of the Prize:** Retail values for ACL passes shall not exceed \$300 per pass. Only three campus student body presidents, as indicated above, will be selected as winners for 2017 and the remaining passes will be allotted to student registrants from the winning high school campuses or ACC students as stipulated above. Exactly one student leader will be selected as winner in the large campus category, one student leader will be selected as winner in the medium campus category, and one student leader will be selected as winner in the small campus category. A total of three winning student leaders will be selected over all based on the previously specified criteria. Remaining pass winners will be randomly selected from winning high school campuses based on their event registrations at [CollegeInsight.com](http://CollegeInsight.com). ACC student selected as winners will be selected randomly as outlined above and be eligible to win 2 passes.

**Previously Purchased Passes:** If a winning student leader has already purchased an ACL wrist-band for October 6-15, the Austin Chamber will allow the student leader, or the student's College Career Counselor, or Student Faculty Sponsor to transfer those tickets to another Class of 2017 student leader who registered and encouraged their classmates to file their FAFSA. Under NO circumstance will the Austin Chamber convert ACL passes to a cash prize.

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

**Announcement of Winners:** On or before **October 6<sup>th</sup> or 13<sup>th</sup>**, the Austin Chamber will notify the winning campus counselors that their campus student leader has been awarded a prize for their campus category. The winning student leaders, or ACC students, selected to be awarded passes will be notified by email and/or telephone on or before October 5<sup>th</sup> for those winning passes for weekend 1 of the festival, or October 12<sup>th</sup>, 2017 for those winning passes for weekend 2 of the ACL Festival. To claim the prize, the winner should follow the instructions contained in the award notification to be issued by the Austin Chamber on, or before, **October 6<sup>th</sup> or 13<sup>th</sup>** as indicated in the notification. Failure to claim the prize as specified in the Chamber instructions will result in forfeiture of the prize. Failure to pick up their prize by 5:30 p.m. on October 6<sup>th</sup> or 13<sup>th</sup> will constitute forfeiture of the prize.

**Contest Promotion:** Student leaders working in collaboration with their Counselors or faculty sponsors are responsible for coordinating campus specific marketing pushes for @collegeNsiht Twitter handle follows 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 student government faculty sponsor for guidance. The Austin Chamber will provide school districts, student leaders, counselors, and faculty sponsors with updated reports on Retweets by campus, so that student leaders can track campus progress on the contest.

**Unclaimed Prizes:** Prizes deemed by Austin Chamber to be undeliverable, or otherwise not claimed, by 5:30 PM on **October 6<sup>th</sup> or 13<sup>th</sup>** will be forfeited per notice included in 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 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 and C3 Presents.

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