

## ARSL – “AR Students Win” Official Contest Rules

Are you a recipient of the Arkansas Academic Challenge Scholarship? Tell us your story in a video, submit your video on the site [ARStudentsWin.com](http://ARStudentsWin.com), and you could win one of three \$500 prizes!

1. **THE CONTEST.** The Arkansas Scholarship Lottery (“the Sponsor”) “AR Students Win” Contest (“the Contest”) will take place between November 1, 2017, and December 11, 2017. Eligibility is limited to recipients of the Arkansas Academic Challenge Scholarship. Participants must submit a video telling their story and how the Academic Challenge Scholarship has been helpful. All videos should be submitted to the Contest microsite ([ARStudentsWin.com](http://ARStudentsWin.com)) during the Entry Period. Videos submitted to the microsite may be posted by the Sponsor on social media, the contest microsite or other websites related to the Arkansas Scholarship Lottery. Winners will be determined by total number of “likes.” The three video submissions with the most “likes” at the end of the Contest will each win a \$500 prize.

2. **THE ENTRY PERIOD.** The Entry Period will begin at 8:00 a.m. Central Time on November 1, 2017, and end at 5:00 p.m. Central Time on December 1, 2017.

3. **THE VOTING PERIOD.** The Voting Period will begin at 8:00 a.m. Central Time on December 4, 2017, and end at 5:00 p.m. Central Time on December 10, 2017.

4. **ELIGIBILITY.** The Contest is open to former and current recipients of the Academic Challenge Scholarship in Arkansas. No purchase is necessary to enter or win. Valid entries must be in the form of user videos submitted directly to the Contest microsite ([ARStudentsWin.com](http://ARStudentsWin.com)) during the official Entry Period. ARSL affiliates and employees, as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee or affiliate, are ineligible for the Contest. Any entries containing profanity or otherwise deemed inappropriate by the Sponsor and/or its designated Contest moderators will be removed and considered ineligible for the Contest.

5. **HOW TO ENTER.** To enter the Contest, current and former recipients of the Arkansas Academic Challenge Scholarship should submit a video telling their story about how the Arkansas Academic Challenge Scholarship has impacted their lives. All videos should be submitted to the Contest microsite ([ARStudentsWin.com](http://ARStudentsWin.com)) during the Entry Period. The Sponsor may post these entries to its Facebook page. Participants are encouraged to be creative, as the videos with the most “likes” will win. So spread the word and get as many “likes” as possible. Good luck!

6. **PRIZE-WINNER SELECTION.** Winning videos will be determined by number of “likes.” The three videos with the most “likes” at the end of the Entry Period, which have also been deemed appropriate by contest moderators, will each win a \$500 prize. Only videos deemed valid by

Contest moderators are eligible to win. Winners will be announced via Facebook on December 11, 2017.

7. PRIZE LIMITATIONS. Limit one prize per individual user. Only valid Contest entries are eligible for prizes. Only “likes” will be counted for Contest purposes. Other Facebook reactions, such as emoticons, will not be counted. In the event of a tie, the prize will be divided among the winners.

8. RELEASE: To the fullest extent permitted by law, in exchange for the opportunity to enter and participate in the competition and win the prize, you (for yourself), your heirs, next of kin, administrators and executors forever waive, release and hold harmless (“Release”) any and all rights, claims, damages, liabilities, costs, attorneys’ fees, expenses and causes of action whatsoever (“Claims”) that you may have against the Sponsor, the competition vendors and suppliers, its affiliates, employees and agents, the judges, prize providers and each of their respective related entities (The “Released Parties”), and each such Released Parties’ officers, directors, employees and agents. This Release covers, without limitation, any Claims arising directly or indirectly out of your entry into and participation in the competition, your status as an entrant, finalist and/or a potential and/or actual winner, and/or use or non-use of prize and includes, without limitation, Claims based on personal injury, death, property damage, libel, slander, defamation, invasion of privacy/publicity, portrayal in a false light and any claim relating to the Sponsor hereunder. Further, you hereby release the Released Parties from any third-party intellectual property claims arising from or in connection with your entry. This Release survives the expiration of the competition.

9. PUBLICITY: Participant assigns to ASL all rights in and to all content submitted hereunder, for all purposes and without further consideration. Except where prohibited, participation in the Contest constitutes your consent to the Sponsor’s use and/or reproduction of your name, likeness, voice, opinions, biographical information, hometown and state for promotional purposes in perpetuity in any media, worldwide, without further payment or consideration to you and without obtaining any prior approvals.

10. FACEBOOK DISCLOSURE: This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You understand that you are providing your information to the Organizers and not to Facebook. The information you provide will only be used as outlined above in the PUBLICITY section.

11. INSTAGRAM DISCLOSURE: This promotion is in no way sponsored, endorsed or administered by, or associated with, Instagram. You understand that you are providing your information to the Organizers and not to Instagram. The information you provide will only be used as outlined above in the PUBLICITY section.

12. TWITTER DISCLOSURE: This promotion is in no way sponsored, endorsed or administered by, or associated with, Twitter. You understand that you are providing your information to the Organizers and not to Twitter. The information you provide will only be used as outlined above in the PUBLICITY section.