

No purchase necessary to enter or win. A purchase does not increase your chance of winning. Void where prohibited.

**CONTEST TIMING:** The Kentucky Goes to College Vlogger Contest (the "Contest") begins on 10/22/2018 and ends on 11/16/2018 (the "Contest Period").

**CONTEST DESCRIPTION:** KHEAA is holding a contest to find one current high school senior and one current first-year college student to be video bloggers for our social media pages! Two winners will each be awarded a \$500 college scholarship to create a series of vlogs about their experiences navigating the college admission and financial aid application processes (high school senior) and successfully transitioning to college (first-year college student). To enter, submit a brief video (2 minutes or less) introducing yourself and telling us why you would be the best person to share these experiences with other students.

**AWARDS/ APPROXIMATE RETAIL VALUE (ARV):** Each winner will receive a \$500 scholarship to a Kentucky college. Award will be sent directly to the postsecondary institution of winner's choice after contest commitments are satisfactorily met.

**ELIGIBILITY:** Contest is open only to students attending a high school or postsecondary institution within the Commonwealth of Kentucky at the time of video submission. High school students must be in their senior year at a high school that participates in the Kentucky Educational Excellence Scholarship (KEES) program and plan to attend college in fall 2019. College students must be in their first year.

Employees and the immediate family members of employees of the Kentucky Higher Education Assistance Authority (KHEAA) and Kentucky Higher Education Student Loan Corporation (KHESLC) are not eligible.

**HOW TO ENTER:** To enter the Contest, eligible entrants must create an original video as described under Contest Description. The entry form and video must be completed and posted by midnight EST on 11/16/2018. A video must not exceed two minutes. The video must be submitted through uploading to YouTube, and the link must be submitted on the contest form.

One (1) entry per student during the Contest Period. In the event more than one (1) entry is received from any one student, the first entry processed will be considered the only valid entry received and subsequent entries from the same person will be disqualified.

**SELECTION OF WINNERS:** Winners will be selected by a panel of judges comprised of KHEAA staff.

**COMMITMENT OF WINNERS:** Winners of the contest must submit four (4) videos to KHEAA between January 2019 and August 2019. The videos will be reviewed by KHEAA staff and must be acceptable under guidelines that will be provided to winners. The award will not be issued to the winner's chosen postsecondary institution until all 4 videos have been submitted and approved by KHEAA.