

Eligibility:

The Contest is open to all legal residents of the 50 United States and the District of Columbia between the ages of 13 and 19 and who are currently attending high school at the time of entry, except where prohibited by law.

Employees of Vantage Learning USA, LLC dba DigitalSports® and its affiliates and their immediate family members and persons living in the same household of such individuals, are not eligible.

Faculty and staff employed by the schools or districts represented on the DS site are not eligible.

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Contest Period:

The Contest will officially begin on Wednesday, August 1, 2012. Daily contests will begin on September 3, 2012 and run Monday through Friday and will end at 5:00 p.m. EST on each day. Weekly contests will begin on September 3, 2012 and run Monday and end on Friday at 5:00 p.m. EST. Monthly contests will begin on August 1, 2012 and will thereafter begin on the first Monday of each month and end at 5:00 p.m. EST on the last Friday of each month. The 2012 Annual Contest will begin on Wednesday, August 1, 2012 and will run until August 1, 2013 at 5:00 p.m. EST, signifying the close of the 2012-2013 school year. Schedules for the 2013 school year contests will be released at a later date.

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How a Reporter Enters

1. You must be currently attending high school and be at least 13-years-old and no older than 19-years-old to enter the contest and meet eligibility requirements.
2. You must be a DS Reporter™ or sign up to become one.
3. You must submit content (as described in guidelines) to your DigitalSports® site.

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How to Win

1. Collect more points than anyone else by posting as much content to your DS page as possible.
2. The DS Reporter™ with the most points at the end of each interval (Daily, Weekly, Monthly, and Annual) will receive recognition and/or prizes associated with that respectful interval (see Winner Recognition/Prizes).

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How to Gain Points

1. Points are gained by posting various forms of content on to your DS Reporter™ page such as articles, photos, and videos (as described in guidelines).
2. You can gain points by sharing your content through various social media platforms including: Facebook, Twitter, and Google Plus. Each share earns you points (as described in guidelines).
 - a. If others share your content, you receive points as well.
3. The more engaging you are in your community and the more content you post, the more points you are awarded.

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General Competition Structure/Guidelines – Submitting Content and earning points:

Points are awarded to DS Reporter™ based on reporter activity, content submission, and recognition levels.

- **Point system (Reporters): (primary)**
 - **10 points** for signing up
 - **1 point** for each Facebook “Like”
 - **1 point** for every Vote received
 - **5 points** for every Post shared on Facebook
 - **5 points** for every Post shared on Twitter
 - **5 points** for every Post shared on Google+
 - **25 points** for every article posted to school (300-word minimum)
 - It is 300 words or greater.
 - It must be marked under one of the following categories:
 - Game/Team Tradition
 - Sports Feature
 - Season Recap
 - Season Preview
 - Game Preview/Recap
 - Play of the Week
 - Athlete Profile
 - **1 point** for every picture posted
 - **5 points** for every video posted
 - **10 points** for every daily winner
 - **25 points** for every weekly winner
 - **50 points** for every monthly winner

Users may not post and repost the same content repeatedly to manipulate the point accumulation system. Failure to abide by these rules will result in forfeiture of points or possible disqualification from Contest.

Point accumulation will start on August 1, 2012, but daily and weekly winners will not be announced until September 3, 2012.

Points are still awarded for weekend posts, but no public recognition and/or prizes will be given on weekend days.

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Winner Recognition/Prizes

Each daily, weekly, monthly, and annual winner will receive recognition/prizes for their work. Every interval, with the exception of the annual winner, will repeat until the end of the school year when the annual grand prize winner is announced.

After twelve months, an annual grand prize will be given to the Reporter who accumulates the most points.

*Each daily, weekly, and monthly winner can still continue to collect points toward the annual grand prize.

Daily Recognition: "Reporter of the Day"

- Reporter Reward:
 - The DS Reporter™ with the most points at the end of each day will be posted on the DS Nation Page and DigitalSports® Home Page with links to his/her Profile until the next day's winner is announced
 - The daily winner will also be announced and shared on Facebook, Twitter, and Google Plus
 - An additional 10 points will be awarded to the user's overall point total

Weekly Recognition: "Reporter of the Week"

- Reporter Reward:
 - The DS Reporter™ with the most points accumulated during the week will be honored with a "Reporter of the Week" title that will be posted on the DS Nation Page and DigitalSports® Home Page with links to his/her Profile until the next week's winners are announced
 - The weekly winner will also be announced and shared on Facebook, Twitter, and Google Plus
 - An additional 25 points will be awarded to the user's overall point total

Monthly Recognition: "Reporter of the Month"

- Reporter Reward:

- The DS Reporter™ with the most points accumulated during the month will be honored with a “Reporter of the Month” title that will be posted on the DS Nation Page and DigitalSports® Home Page with links to his/her Profile until the next month’s winner is announced
- The monthly winner will receive a CorrectEnglish® web subscription
- \$10 iTunes Gift Card
- The monthly winner will also be announced and shared on Facebook, Twitter, and Google Plus
- An additional 50 points will be awarded to the user’s overall point total

Annual Recognition: “Reporter of the Year”

- Reporter Grand Prize Rewards:

- 1st Place Grand Prize
 - **\$10,000 College 529 Savings Plan**
 - The DS Reporter™ with the most points accumulated during the year will be honored with a “Reporter of the Year” title that will be posted on the DS Nation Page and DigitalSports® Home Page with links to his/her Profile
 - The 1st place winner will also be announced and shared on Facebook, Twitter, and Google Plus
 - \$100 iTunes gift card
 - iPad
 - Engraved “DigitalSports® Reporter of the Year” Plaque
 - Autographed memorabilia from a professional athlete
 - 2 Tickets to a professional sporting event (@ \$250)

School Reward:

- \$1,000 toward school athletic program
- MY Access!® subscriptions
- SPMS subscriptions

- 2nd Place Prize
 - **\$5,000 College 529 Savings Plan**
 - The DS Reporter™ with the second most points accumulated during the year will be posted to DS Nation Page and DigitalSports® Home Page with links to his/her Profile
 - The 2nd place winner will also be announced and shared on Facebook, Twitter, and Google Plus
 - \$50 iTunes gift card
 - iPod Touch

School Reward:

- \$500 toward school athletic program

- *MY Access!® subscriptions*
- *SPMS subscriptions*

○ 3rd Place Prize

- **\$2,500 College 529 Savings Plan**
- The DS Reporter™ with the third most points accumulated during the year will be posted to DS Nation Page and DigitalSports® Home Page with links to his/her Profile
- The 3rd place winner will also be announced and shared on Facebook, Twitter, and Google Plus
- \$25 iTunes gift card
- iPod Nano

School Reward:

- *\$250 toward school athletic program*
- *MY Access!® subscriptions*
- *SPMS subscriptions*

A monetary scholarship prize will be deposited in to the winners' 529 accounts. Winners must be enrolled in a valid 529 plan within three (3) weeks of notification date and winner must provide Administrator with his/her 529 plan details and any necessary 529 plan documentation in order to receive prize.

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Winner Determination

At the end of each interval, we determine a winning Reporter based on the highest number of points accumulated in each respective interval.

In the event of a tie:

- ***All respective Contest periods (Daily, Weekly, Monthly, and Annual) work on a Monday through Friday structure and begin at midnight during those periods. The first DigitalSports® user to accumulate at least one point from the beginning of said periods, as determined by the Sponsor, will be deemed the winner.***
