

“GK’s Cash for College” Official Rules

No purchase necessary. Void where prohibited. Some restrictions apply. You need not be present to win.

The Sweepstakes: From 4/30/12 through 7/1/2012, Elite Sportswear, L.P. will promote by means of web media and print advertising, the opportunity to submit entries to win a grand prize, 2nd prize, and runner up prize as detailed below.

Eligibility: To submit entries, applicants must live in the United States. Scholarship applicants must be high school juniors or seniors in the 2011-2012 school year, who are currently participating in cheerleading. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have in the past six months, performed services for Elite Sportswear, L.P. or any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the contest or supplying the prize and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter. “Immediate family members” shall mean parents, stepparents, children, stepchildren, siblings, stepsiblings, or spouses. “Household members” shall mean people who share the same residence at least three months in one calendar year.

How to enter: Beginning April 30, 2012 at 8 AM EST visit www.GKELITE.com and click on “Enter” on the Cheer landing page. Fill out the online submission form using 350 words or less in the essay portion. All nominations must be submitted electronically by 11:59 EST, July 1, 2012. Forms should be e-mailed to: GKScholarships@gkelite.com. All entries become the property of Elite Sportswear, L.P. and will not be returned. Any photographs or videos taken while accepting the prize will become the property of Elite Sportswear, L.P. for any purpose and in any media in perpetuity. By entering, you give GK the rights to use the entry in future advertising and promotional materials with no compensation awarded for the person(s) submitting the entry.

Criteria: Participants will be asked to tell GK about how they have personally contributed to the community in a meaningful way that has benefitted non-family members. Answer the following questions in 350 words or less:

- ★ Tell us about your volunteer experience. How much time did you spend? Who, and how many, benefitted from your service? Did you raise any money?
- ★ Did the experience make a personal impact in your life? Explain.
- ★ How has cheerleading influenced your life in a positive way?

The volunteer efforts must occur within the last two years (April 30, 2010 – April 30, 2012).

How to win: The Grand Prize winner will be selected by a panel of judges and will be chosen based on the scope of the project, the outcome, and personal growth will

also be considered. Guest judges include: Cory Hines, Drew Bewley-White, and Luke Johnson. In the event that the original Grand Prize Winner does not meet Official Rules or eligibility requirements, or he/she or parent or legal guardian forfeits the Grand Prize, Elite Sportswear, L.P. will award prize to the first alternate. Process will continue until Grand Prize is awarded. All entries must be received on or by 7/1/2012. The selection will be held the week of 7/16/2012. Decision of the judges and Elite Sportswear, L.P. is final. The Grand Prize winner will be notified via e-mail or phone and must meet all eligibility requirements.

By entering, each contestant agrees to be bound by the rules. Elite Sportswear, L.P., its promotional agents and sweepstakes co-sponsors are not responsible for illegal, lost, delayed or misdirected mail, errors in faxes or shipments, busy phone signals, or incomplete entries.

Grand Prize: \$1,000 toward his/her post-secondary education. Money will be sent directly to the college or university of the athlete's choice. In the event the recipient does not graduate from High School or enroll in an accredited 2-4 year college or university, within one year after high school graduation, scholarship is forfeited.

Second Prize: \$500 toward his/her post-secondary education. Money will be sent directly to the college or university of the athlete's choice. In the event the recipient does not graduate from High School or enroll in an accredited 2-4 year college or university, within one year after high school graduation, scholarship is forfeited.

Runner Up: \$250 toward his/her post-secondary education. Money will be sent directly to the college or university of the athlete's choice. In the event the recipient does not graduate from High School or enroll in an accredited 2-4 year college or university, within one year after high school graduation, scholarship is forfeited.

Unforeseen Events: Elite Sportswear, L.P. reserves the right to change this sweepstakes at its sole discretion at any time that Elite Sportswear, L.P. becomes aware of any circumstances or occurrence which would materially affect the sweepstakes security or fairness. Elite Sportswear, L.P. reserves the right to announce any sweepstakes rules changes over the air, print, email or posters. Elite Sportswear, L.P. is not responsible for the inability of the winner to accept the prize for any reason.

List of Winners: For a copy of winner list, send a self-addressed, stamped envelope to: Elite Sportswear, L.P. 2136 N. 13th Street, Reading, PA 19612, "GK's Cash for College" Scholarship. In your request, state that you would like a copy of the Winners list between 3/30/2012 – 7/1/2012.