

CONTEST QUESTION: Why should California leaders save you and your peers a spot in college?

WHERE DO I START?

Answer the contest question by recording a 30-second (or less) TV ad. TV ads over 30 seconds may not be considered. TV ads must be in a format compatible with either Windows Media Player, Quicktime for Windows, or Quicktime for Mac and delivered on a CD or DVD. You may enter this category as an individual or group. Helpful Hint: Imagine creating a commercial that airs on TV.

HOW DO I SUBMIT MY TV AD?

STEP 1: Click here to REGISTER today! If you are 12 years old or younger, you MUST complete a Twelve & Younger Parental Permission Form before registering online. Each member of a group entry must register.

STEP 2: Complete your TV ad, and fill-out an ENTRY FORM. Once you complete your Entry Form, submit it and print out a copy for the entry. Each member of a group entry must submit and print an entry form.

STEP 3: Use a permanent marker to clearly label your TV ad CD/DVD with your full name, home address, home phone number, school name, and grade. If a group entry, only one member's info must be written on the CD/DVD itself.

STEP 4: Mail a copy of your completed Entry Form with your TV ad to: Contest Entry, 900 Wilshire Boulevard, Suite 924, Los Angeles, CA 90017. All entries must be mailed no later than March 15, 2008 (POSTMARKED). If a group entry, mail all completed Entry Forms (one entry form for each member of the group) along with a single copy of the CD/DVD.

Know of someone without internet access? Call 1-800-459-9586 to leave a message requesting to register and/or an Entry Form. You can also recommend him/her to visit the local public library or school computer lab for internet access.

WHAT ARE THE RULES?

- You may submit only one TV ad entry.
- If you are 12 years old or younger, you MUST complete a Twelve & Younger Parental Permission Form before registering online.
- You may enter this category as an individual or a group.
- All submissions must keep with the theme, "Save Me a Spot in College."
- TV ads can only be submitted on a CD or DVD and must be in a format compatible with Quicktime or Windows Media Player.
- All TV ad entries must be 30-seconds or less. TV ads over 30 seconds may not be considered.
- An Entry Form must be completely filled out and submitted online for all individual entries and for each member of a group entry.
- A copy of your completed Entry Form must be printed out and mailed in with your TV ad entry. Groups must submit a copy of the completed Entry Form for each member of the group along with a single copy of the CD/DVD.

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- All TV ad CD/DVDs MUST be clearly labeled with your full name, home address, home phone number, school name, and grade. If a group entry, only one member's info must be written on the CD/DVD itself.
- TV ad entries must be mailed no later than March 15, 2008 (POSTMARKED).
- No one person can win more than one scholarship award or prize of any kind.

WHAT DO I GET JUST FOR ENTERING?

All contest participants will receive a certificate of participation, a college information guidebook, and a mystery prize!

WHAT ARE THE SCHOLARSHIP AWARDS?

We are giving away a total of \$100,000 in scholarship awards to more than 100 winners across California! Each category will have at least one Grand Prize Winner who will be awarded a \$2,500 scholarship. Additionally, there will be 100 other students from all three categories that will receive scholarships ranging from \$500 - \$1,000. Each category will have both middle school and high school winners. All winners will be announced in May 2008. The number of scholarships awarded, by category and age, will be determined by the total number of entries for each category and by the age of entrants.

Those who enter a TV Ad as a group will split their scholarship award evenly by the number of people in the group (for example: if a group of 3 people enter a TV ad entry together and win a \$500 scholarship for that entry, they will each receive 33% of \$500). No one person can win more than one scholarship award or prize of any type.

The Campaign for

College Opportunity

Contest Department:
900 Wilshire Boulevard, Suite 924
Los Angeles, CA 90017
(800) 459-9586 • www.collegecampaign.org