

Columbia Honda Smart Choice Scholarship Program Official Rules

Purpose:

Through the Columbia Honda Smart Choice Scholarship Program (“Scholarship Program”), Columbia Honda (“Columbia Honda”) intends to provide nine (9) Missouri high school seniors who have made Smart Choice with a \$1,000.00 Smart Choice Scholarship to make the Smart Choice to pursue post-high school education.

Eligibility:

Students eligible for nomination for the Scholarship Program (“Students”) must be:

- (a) Legal Missouri residents over the age of thirteen years old, at the time of applicant submission.
- (b) Enrolled in a public, or private school, or participating in home school education in the Columbia, Missouri media market. Columbia, Missouri’s media market consists of:
Audrain, Boone, Callaway, Chariton, Cole, Cooper, Howard, Maries, Miller, Moniteau, Montgomery, Morgan, Osage, and Randolph Counties (according to the rules of their locality)
- (c) Scheduled to enroll in an institution of post-secondary education during the 2018-2019 school year (August 2018 to June 2019)
- (d) have a 3.0 grade point average, or the equivalent in any school or program that does not routinely issue grade point averages, at the time of submission of their application. Each student must be nominated by someone age 21 years or older, such as a teacher, guidance counselor, employer, or religious or extracurricular activity leader, who is not a member of the student’s family and can truthfully respond to the information requested in the nomination form (“sponsor”). Employees of Columbia Honda and members of their family are not eligible to participate as sponsors or students. “Family” is defined as parents, step-parents, siblings, step-siblings, and the spouses of each of them.

Scholarships to be Awarded:

Columbia Honda will award one Smart Choice Scholarship each month between September 2017 and May 2018 for a total of nine (9) scholarship awards (each a “Scholarship”). Each Smart Choice Scholarship will consist of exactly \$1,000.00, which will be paid directly to the institution during the 2017-2018 academic school year. There is a limit of one (1) Smart Choice Scholarship Award per family. Taxes of any type associated with the award of a Smart Choice Scholarship are the sole responsibility of the awardee.

Deadlines:

The Smart Choice Scholarship Program runs from September 1st, 2017 to May 15, 2018 and consists of nine (9) separate monthly application periods (each an “Application Period”). Each application period begins at 12:00:00 AM/CT on the first calendar day of the month and ends at 11:59:59 PM/CT on the 15th calendar day of the month, regardless of holidays. The time stamp provided by the Smart Choice Scholarship application handler is the official time clock for the Smart Choice Scholarship Program. All applications received prior to the end of each Application Period will be considered as a group and one (1) Scholarship recipient (“awardee”) will be selected from among all the eligible Applications received during that application period. The Awardee will be announced by the 28th calendar day of the month after the application period closes. For example, applications received

between September 1st, 2017 and September 15, 2017 will be considered as a group and an awardee will be selected from among this group and announced by September 28th, 2017. Applications not selected will be carried over for consideration in each of the remaining application periods, if any.

The Application Periods are:

September 1, 2017 to September 15, 2017
September 16, 2017 to October 15, 2017
October 16, 2017 to November 15, 2017
November 16, 2017 to December 15, 2017
December 16, 2017 to January 15, 2018
January 16, 2018 to February 15, 2018;
February 16, 2018 to March 15, 2018
March 16, 2018 to April 15, 2018
April 16, 2018 to May 15, 2018.

The final awardee will be announced by May 28th, 2018.

Nomination and Award Procedures:

The Columbia Honda Smart Choice Scholarship application form (“application”) can be found at: <http://www.KOMU.COM/Pages/SmartChoice>.

Sponsors must complete all information requested on the application form, including:

Sponsor’s name
Relationship to student
Contact information
Student’s name
Parental(s)/guardian(s) contact name
Parental(s)/ guardian(s) contact information
School in which student is currently enrolled, or state that student is home schooled
Guidance counselor name if applicable

Smart Choice Scholarship Essay Portion:

A statement of up to five-hundred (500) words describing:
A Smart Choice the student has made and how it has positively impacted the life of the student, and/or another individual.

Examples of Smart Choices may come from the student’s:

Academic
Extracurricular
Community Service Involvement
Perseverance In Facing An Obstacle
Demonstrated Good Character

Smart Choice essay responses are not limited to the exemplified Smart Choices given above.

Scholarship Program Official Rules:

If selected as a tentative awardee, the publication of the student's selection via KOMU-TV and Columbia Honda social media outlets. Applications and all information submitted in connection with them become the property of Columbia Honda and will not be returned. At the close of each application period, a panel of Columbia Honda owners and employees will review the applications received during that application period and select a tentative awardee based on the overall impression of the content of the Sponsor statement contained in the application.

After tentative selection, Columbia Honda will contact the guidance counselor or tentative awardee (via the parent contact information listed in the application) and request verification that the tentative awardee's grade point average, or equivalent, meets the eligibility requirements and Columbia Honda will announce the award of the Smart Choice Scholarship to the awardee on Columbia Honda social media outlets and KOMU-TV. The tentative awardee, or in the case of a minor, the tentative awardee's parent/legal guardian, must respond to the notification within five (5) calendar days and execute an Affidavit of Eligibility, Publicity Release and Release of Liability and any additional documentation requested by Columbia Honda within the 5-day time period. The awardee, or in the event the awardee is a minor, the awardee's parent/legal guardian, will receive a voucher in the amount of \$1,000.00. Upon the Student's enrollment into an accredited two or four-year college, university or vocational institution, the Student, or parent(s)/legal guardian(s), must notify Columbia Honda of that enrollment and Columbia Honda will redeem the voucher by directly paying the amount of \$1,000.00 to the institution. The awardee or parent/legal guardian may be required to supply the awardee's Social Security Number or other identifier or information required by the institution to facilitate delivery of the Scholarship. Vouchers must be redeemed by August 31, 2017. In the event that the tentative awardee does not respond to the notification in the time period allowed, or does not comply with the requirements of the paragraph within the time permitted, or is otherwise found to be ineligible or is disqualified, the tentative awardee will no longer be eligible for award and Columbia Honda will select a replacement tentative awardee using the same procedures and subject to the same requirements as set forth in this paragraph.

Disqualification:

Columbia Honda reserves the right to disqualify any Student or Sponsor that it believes has violated these official rules:

- Is not eligible to participate
- Has provided false information
- Acted in a harassing or unsportsmanlike manner with respect to Columbia Honda or any other participant
- Tampered with the operation of Scholarship Program

Columbia Honda's decisions to all issues, including eligibility of applications, are final.

Privacy:

All information provided in connection with the Scholarship Program shall be used by Columbia Honda, including its service providers, solely for the purposes of administering the Smart Choice Scholarship Program and will not be used to market, advertise, solicit any student or sponsor, without their consent, nor sold to any third party.

General Rules:

No purchase necessary.

By participating in the Smart Choice Scholarship Program, each student and sponsor, or in the case of a minor, the student's parent(s)/legal guardian(s), agrees to be bound by these official rules and that all decisions of Columbia Honda in connection with the operation of the Smart Choice Scholarship Program, including eligibility or disqualification of students or applications, selection of awardees, and means of delivery of any Smart Choice Scholarship awarded are final and binding on all participants. Neither Columbia Honda, television station KOMU-TV, nor either of their respective officers, directors, agents, representatives, owners, parent companies, affiliates or the employees of any of them (the "released parties"), is responsible for, and by participating each student and sponsor, or in the case of minor, the student's parent/legal guardian, releases the released parties from, any liability arising out of problems related to technical malfunctions of electronic equipment, computer online systems, servers, or providers, computer hardware or software failures, phone lines, failure of any participant to be able to participate or enter on account of technical problems, traffic, congestion on the internet or any website, unauthorized intervention, or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled, or misdirected communications which may limit a participant's ability to participate in the Scholarship Program. Released Parties are not responsible for any other errors or malfunctions of any kind, whether network, printing, typographical, human or otherwise relating to or in connection with the Scholarship Program, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Smart Choice Scholarship Program, the announcement of any awardee, or in any program-related materials Columbia Honda reserves the right to modify, suspend or terminate the Smart Choice Scholarship Program in the event it becomes infected by a computer virus or is otherwise technically impaired, or based on the technical, legal and policy requirements of the platform(s) by which it is made available, and to cancel or suspend the Smart Choice Scholarship Program in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper operation of the Smart Choice Scholarship Program and, if terminated, at Columbia Honda's discretion, determine any remaining awardees using all nonsuspect, eligible entries received up to time of cancellation in the same manner as set out in the official rules.

CAUTION: Any attempt by a participant to deliberately damage any website or undermine the legitimate operations of the Smart Choice Scholarship Program may be a violation of criminal and civil laws. Should such an attempt be made, the Columbia Honda reserves the right to seek damages from any such participant to the fullest extent permitted by the law and to disqualify such participant from the promotion. Void where prohibited.

A list of Awardees can be requested after August 31, 2018 by writing to:
Columbia Honda, 1650 Heriford Rd. Columbia, MO 65202.