

Insured Contest: Win College Tuition

Description

In advance of the Provost Academy Annual Carnival, promotion and advertising materials will announce the opportunity to win college tuition with the Straight A's Dice Roll contest.

In order to qualify for the chance to win, students should visit a dedicated website which will collect their demographic information as well as other select data which would qualify them as a prospective Provost Academy student. For those students who did not register online, there will be an on-site registration opportunity.

Players will be chosen on-site with a random drawing to play the Straight A's Dice Roll contest. Finalists get to roll (6) custom dice. If any finalist rolls straight A's – they win the grand prize – college tuition! (Paid for by Million Dollar Media.*)

Contest Procedures

- Million Dollar Media will provide a custom dice tray and dice for the event
- (X) finalists will be chosen during an on-site random drawing at a predetermined and advertised time.
- Finalists will be handed 6-custom dice. One side of each die will be printed with the letter "A". The remaining 5-sides of each die will be printed with the Provost Academy logo.
- Each finalist has one throw of the dice. If anyone rolls Straight A's by rolling all "A's" – they instantly win the grand prize.*
- * Once a finalist wins the grand prize the contest is over.

Leader Board: Guaranteed Bonus Prizes presented by Provost Academy

- After each dice roll attempt Provost Academy will track the number of winning letters rolled by the finalists. The current finalist who has rolled the most winning letters will have their name written on the leader board.
- As someone rolls more letters – their name replaces the individual and becomes the current leader.
- At the end of the promotion, if no one has rolled Straight "A's" – Provost Academy can award a guaranteed bonus prize to the finalist who rolled the most "A's"

Contest Execution Requirements

1. Provost Academy must use the dice provided by Million Dollar Media
2. Provost Academy will provide a sign-in registration binder. Each finalist must sign the next unoccupied line prior to their dice roll attempt.
3. Video Tape - Provost Academy must video tape each finalist signing the registration binder and attempting their dice roll.
4. All dice must pass the predetermined demarcation line - rolled a minimum of 2 feet from the finalist.

* About Million Dollar Media

Million Dollar Media, LLC is a full service promotions and marketing company that specializes in "insured contests" and "sweepstakes programs." With over 50-years experience, their team provides a full range of capabilities and services to enhance any marketing, advertising, or promotional campaign.

Contest Materials and Pricing

| CONTEST MATERIALS | |
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| Million Dollar Media will provide: | Client is responsible to provide: |
| <ol style="list-style-type: none"> 1. Prize Coverage Contract Maximum (1) Grand Prize Payout 2. Official Rules 3. Contest Administrator Event Checklist 4. (1) Custom 2' x 6' Banner 5. (1) Custom 11" x 17" RTW Sign 6. (6) Custom Dice 7. Dice Roll Tray 8. Contestant Sign-in Registration binder 9. Shipping (Ground Service) | <ol style="list-style-type: none"> 1. Finalists 2. Appointed Contest Administrator 3. Video Camera 4. Pen for Registration Binder 5. Bonus Prizes |

| Proposed Prize Values | Attempts | # of Dice | Deductible |
|--------------------------|-----------|-----------|------------|
| \$30,000 Tuition Payment | Up to 250 | 6 | \$850 |
| \$40,000 Tuition Payment | Up to 250 | 6 | \$1,050 |
| \$50,000 Tuition Payment | Up to 250 | 6 | \$1,250 |

This proposal is only a quote and does not constitute a contract. Prize coverage is not valid until a contract has been issued by Million Dollar Media, and the contract has been signed and returned by the parties prior to the contest. Client and any third party sponsor(s) are responsible for complying with all contract terms & conditions. Total fees listed above do not include any potential costs associated with bonding or registering the contest. This quote expires.