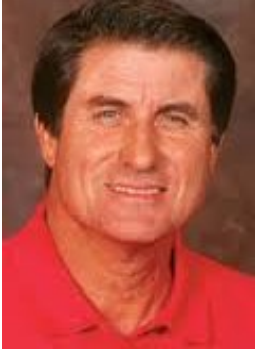




# The 17th ANNUAL ARTHUR ASHE ESSAY AND PHOTO CONTEST

Enter and you could win a trip to New York City for Arthur Ashe Kids' Day!

**Tennis Education Life Skills** Contest entry period begins February 18, 2015 and ends at 5:00 ET on July 10, 2015.



**Charlie Pasarell**  
NJTL Co-Founder

Charlie Pasarell is one of the Founders of National Junior Tennis League (NJTL). NJTL has impacted millions of kids throughout the country over the past 46 years. The goal of the organization was to have a positive impact on at-risk children by introducing them to tennis to keep them off the streets and to encourage them to stay in school. A focus of Pasarell's tennis career has always been finding ways to utilize the game to give back to the community. Today, the program continues to be the largest grassroots tennis program in the United States, with more than 500 chapters. It is now known as the National Junior Tennis & Learning network and is supported by the USTA Foundation.

If you are an NJTL participant, then write your answer to the following question:

**Who is a local NJTL hero in your community that resembles what Mr. Pasarell did through NJTL?**

**Write and You Could Win a Trip to New York City** (open to all contestants age 18 and under participating in an NJTL chapter): Contestants will compete in one of the five age categories listed below. All contestants must write their answer to the question, "Who is a local NJTL hero in your community that resembles what Mr. Pasarell did through NJTL?" in 350 words or less on one written 8.5" x 11" page or less. Additionally, contestants in the 15/16 and 17/18 age categories must also include a photograph of their local NJTL hero and incorporate an explanation of the photo and its significance as part of his or her essay. If your essay (and photo, if applicable) are selected as winning entries by the judges, you could be one of ten (10) national winners who win a trip for you and a parent/legal guardian (and your local NJTL hero in the case of contestants in the 15/16 and 17/18 age categories) to New York City. Be a VIP at Arthur Ashe Kids' Day presented by Hess, attend a professional sporting event, see a Broadway show and receive a special award at a luncheon held in your honor. Essays must be in English and will not be returned.

**Eligibility:** Open to legal residents of the 50 United States and/or D.C., 18 or younger as of June 1, 2015, who are participants in a program sponsored by a local NJTL Chapter as of February 18, 2015. Visit [www.usta.com/njtl](http://www.usta.com/njtl) for more information.

**Prizes:** Six (6) national essay winners from the following age categories: 10 and Under, 11/12 and 13/14. (1 boy and one girl from each category) will be awarded a trip for two to New York (Aug. 28-30) (the "Junior Prize Winners"). Four (4) national essay and photo winners from the 15/16 and 17/18 age categories (1 boy and one girl from each category) will be awarded a trip for three to New York (Aug. 28-30). All winners will be guests at the 2015 Arthur Ashe Kids' Day presented by Hess on Aug. 29 (ARV: \$1,600 each with respect to prizes awarded to winners from age categories other than 15/16 and 17/18; \$2,400 each with respect to prizes awarded to winners in the 15/16 and 17/18 age categories). Finalists from each USTA Section will receive a plaque in their honor (ARV: \$25 each). In addition, the local NJTL hero associated with the winning entry in the 15/16 and 17/18 age categories will receive a \$2,500 grant award from Sponsor (Total ARV of grants: \$10,000).

**Deadline:** Entries, including completed entry form, must be submitted online to the USTA Foundation at [www.ustafoundation.com/aaec](http://www.ustafoundation.com/aaec) or mailed or hand delivered to your local NJTL Chapter between February 18, 2015 at 5:00 PM ET and June 25, 2015 (mail-in entries must be postmarked by June 25, 2015 and received by your local NJTL Chapter no later than July 2, 2015).

Many will enter, few will win. See reverse side for Official Contest Rules or visit [www.ustafoundation.com/aaec](http://www.ustafoundation.com/aaec).

## Arthur Ashe Essay and Photo Contest Entry Form (print clearly)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Boy \_\_\_\_\_ Girl \_\_\_\_\_ Birth Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (area code) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_

NJTL Chapter Name \_\_\_\_\_ NJTL ID# \_\_\_\_\_

USTA Section (if known) \_\_\_\_\_

Age Group (as of June 1, 2015) (Circle one)

**Girls** 10 and under 11/12 13/14 15/16 17/18 **Boys** 10 and under 11/12 13/14 15/16 17/18

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_

As the legal guardian of the participant, I acknowledge that I have read, understand and agree to the Official Contest Rules. (Not checking this box may lead to disqualification of entry. The entire Official Contest Rules can be downloaded at [www.ustafoundation.com/aaec](http://www.ustafoundation.com/aaec).)



# OFFICIAL CONTEST RULES

THIS IS A SKILL CONTEST, NOT A SWEEPSTAKES. NO PURCHASE NECESSARY TO ENTER OR WIN. MANY WILL ENTER, FEW WILL WIN.

**ELIGIBILITY.** Contest open to boys and girls who (a) as of June 1, 2015 are 18 years of age and younger and legal residents of the 50 United States and the District of Columbia, and (b) are participants in a program sponsored by your local NJTL Chapter as of February 18, 2015. To determine your local NJTL chapter, visit the "Locate a Chapter" function at [http://www.ustafoundation.com/njtl\\_resources/](http://www.ustafoundation.com/njtl_resources/). Employees, officers, directors and volunteers of the United States Tennis Association Incorporated (the "USTA"), the USTA Foundation Incorporated ("Sponsor"), the USTA/NJTL, the USTA National Tennis Center Incorporated, the US Open, and their respective parent companies, subsidiaries, and affiliates (collectively, the "USTA Parties"), and anyone involved in the Contest's development or execution, the immediate families (meaning spouse, parents, siblings, children and each of their spouses) and members of the households of any such employee, officer, director, volunteer or person, are not eligible.

**AGE GROUPS FOR ENTRY.** The age groups for the entry in to the Contest are as follows: (i) 10 and younger; (ii) 11 and 12; (iii) 13 and 14; (iv) 15 and 16; and (v) 17 and 18. Age group determined as of June 1, 2015.

**CONTENT AND FORMAT OF SUBMISSION.** To enter for an opportunity to win a trip to Arthur Ashe Kids' Day: Contestants in the 10 and younger, 11 and 12, 13 and 14 Age Groups - an essay of 350 words or less (typed or handwritten) on one 8 1/2" x 11" sheet of paper answering the following question: **"Who is a local NJTL hero in your community that resembles what Charlie Pasarell has done through NJTL?"** Contestants in the 15 and 16, 17 and 18 Age Groups - (i) A photograph of your local NJTL hero and (ii) an essay of 350 words or less (typed or handwritten) on one 8 1/2" x 11" sheet of paper answering the following question: **"Who is a local NJTL hero in your community that resembles what Charlie Pasarell has done through NJTL?"**

**THE ESSAY MUST ALSO INCORPORATE A SHORT EXPLANATION OF THE PHOTO AND ITS SIGNIFICANCE IN THE CONTEXT OF THE QUESTION PRESENTED.**

Limit one (1) entry per person.

**SPECIAL RULES REGARDING ESSAYS.** No one may assist you and no one other than you may contribute to the content of your essay. Essays may not include unlawful, threatening, libelous, defamatory, obscene, inappropriate or profane material, material that violates the intellectual property, privacy or other rights of third parties, or material that otherwise violates these Official Contest Rules, as determined by the Sponsor in its sole discretion. In submitting your essay, you represent and warrant (as does your parent / legal guardian) that your essay is original, that no one has assisted you in creating your essay, that you own all rights to the essay you have submitted, and that any of the USTA Parties' use of the essay, or any part of the same, will not infringe upon the rights of any third party. All entries must be in English. Although the Contest Entry Form is available in Spanish, Spanish language entries are not eligible to win and will be disqualified. Incomplete entries will be disqualified.

**SPECIAL RULES REGARDING PHOTOS.** Photos must be your original work, taken personally by you. Photos must not infringe on the copyrights, trademarks, privacy or publicity rights of any person, or other rights of any person or entity. Photos cannot contain or promote the products or services of any company or entity, contain trademarks or logos, or promote any brand or product. Each person appearing in a submitted photo must be at least eighteen (18) years of age. You must have the written consent of any person(s) depicted in a submitted photo, prior to submitting it. If selected as a winner of the Contest, you must submit proof of such written consent permitting use of the photo as required by these Rules. Consent must be in a form acceptable to Sponsor. You may be disqualified if you fail to provide the required proof of consent. Photos cannot contain content that is offensive, inappropriate, indecent or obscene, profane, defamatory, libelous, slanderous or disparaging, or that Sponsor determines would be inappropriate for national telecast. Photos cannot be sexually explicit or suggestive, contain full or partial nudity, pornographic material or content that is disparaging to any ethnic, racial, gender, religious, professional or age group. Sponsor reserves the right in its sole and absolute discretion to disqualify any photo that it believes violates any of the foregoing requirements or otherwise fails to comply with these Rules. As a condition of entry, you agree to indemnify and hold Sponsor its parent company, subsidiaries and affiliates and each of their respective owners, officers, directors, employees and agents, harmless against any and all claims or liability to a third party that arises out of the content of any photo submitted to the Contest, or your failure to comply with these Rules.

**TO ENTER BY MAIL OR HAND DELIVERY.** Visit your local NJTL chapter to obtain a Contest Entry form or visit [www.ustafoundation.com/aec](http://www.ustafoundation.com/aec) where you can print out a copy of the Contest Entry Form. You must complete the Contest Entry Form and have it signed by your parent or legal guardian. In addition, the following must appear on the back of your essay (and photo, if applicable): your name, address, date of birth, telephone number, and name of participating NJTL Chapter. You must mail in your properly labeled essay (and photo, if applicable) along with a completed and signed Contest Entry Form, or deliver the same in person, to your local NJTL Program/Chapter. The addresses of all NJTL Chapters can be found at [www.usta.com/njtl](http://www.usta.com/njtl). Entries submitted by hand delivery must be received by the NJTL Chapter between February 18, 2015 at 5:00PM ET and June 25, 2015. Entries submitted by mail must be postmarked between February 18, 2015 and June 25, 2015 and received by the NJTL Chapter no later than July 2, 2015. NJTL Chapter leaders are responsible for submitting all entries to the USTA Foundation Office no later than 5:00PM ET July 10, 2015.

**TO ENTER ONLINE.** Between February 18, 2015 and 5:00PM ET on July 10, 2015, visit [www.ustafoundation.com/aec](http://www.ustafoundation.com/aec), complete the Contest Entry Form, including parent/legal guardian contact information, and follow the instructions for uploading your essay (and photo, if applicable). Entrants must have a parent's/legal guardian's permission to submit an entry. Sponsor will contact entrant's parent/legal guardian to verify consent. If a parent/legal

guardian cannot be contacted, or fails to provide verifiable consent, such entrant will be disqualified.

### WINNER SELECTION.

**Round 1:** A panel of qualified judges will be appointed by each of the seven-teen (17) USTA Sections to judge all essay (and photos, if applicable) submissions from entrants within each such Section's geographical area. To the extent there are entries for each category, each USTA Section will select (a) one (1) boy and one (1) girl from each of five (5) age groups for a total of ten (10) finalists. Essays (and photos, if applicable) will be judged based on the following criteria: (i) knowledge of Charlie Pasarell; (ii) message clarity; (iii) quality of expression; and (iv) creative style. Each of the criteria will be given equal weight. Ties will be broken by the judges who shall select the entry that best meets criteria ii (message clarity). All decisions by the judges will be final and binding in all respects. The finalists will move on to Round 2.

**Round 2:** The USTA/NJTL Arthur Ashe Essay and Photo Contest Subcommittee will judge all finalist submissions, and select (a) one (1) boy and one (1) girl from each of five (5) age groups as winners for a total of ten (10) national winners. Essays (and photos, if applicable) will be judged based on the following criteria: (i) knowledge of Charlie Pasarell; (ii) message clarity; (iii) quality of expression; and (iv) creative style. Each of the criteria will be given equal weight. Ties will be broken by the judges who shall select the entry that best meets criteria ii (message clarity). All decisions by Sponsor and the judges will be final and binding in all respects. Selected contestants will be notified by telephone and/or mail and confirmed winners in accordance with these Official Contest Rules. Selected contestants will be asked to sign an Affidavit of Eligibility and Release and may be asked to provide proof of age, residency, parenthood/guardianship. If prize/prize notification is returned as undeliverable, requisite release and documentation suitable to Sponsor are not provided, or a selected contestant is unable to accept prize, prize will be forfeited and the contestant that has submitted the next best submission of the same type (i.e., essay in the same age/gender category) will be selected as an alternate winner in accordance with these Official Contest Rules. Sponsor further reserves the right to disqualify any selected contestant whose behavior, past or present, Sponsor in its sole discretion, deems to be inappropriate or an embarrassment to any USTA Party.

### PRIZES/APPROXIMATE RETAIL VALUE.

**Six (6) national winners from following age categories: 10 and Under, 11/12, 13/14, 15/16 (1 boy and one girl from each category) will be selected.** Each national winner from the foregoing age groups shall receive the following: A trip to New York City for winner and a parent/legal guardian from August 28-30, 2015 consisting of: attendance at the 2015 Arthur Ashe Kids' Day presented by Hess at the US Open on August 29, 2015; roundtrip coach air transportation for winner and a parent or legal guardian from a major commercial airport near winner's residence to New York (if winner lives within a 100 mile radius of New York City, round trip ground transportation provided by Sponsor may be substituted for roundtrip airfare); 3 days/2 nights at the Grand Hyatt New York (one standard room, double occupancy); five (5) meals; two (2) tickets to a professional sporting event; two (2) tickets to a Broadway show; and luncheon where winners will receive awards. Approximate Retail Value ("ARV") of each prize trip is \$1,600.00 USD, but the actual retail value will depend on place of residence of each winner. Each national winner and his/her parent/guardian must travel together at times requested by Sponsor and have all requisite travel documentation. All details of trip, including, airline, hotel, meals, ground transportation, sporting event and Broadway show are to be determined by Sponsor in its sole discretion and are subject to change based on availability. In the event Arthur Ashe Kids' Day is postponed or cancelled for any reason, no compensation or substitution will be provided for that portion of the prize; however, the remainder of the prize package will be awarded and Sponsor will have no further obligation to winner. Tickets are subject to terms and conditions specified by issuer.

**Four (4) national winners from following age categories: 15/16 and 17/18 (1 boy and one girl from each category) will be selected.** Each national winner from the foregoing age groups shall receive the following: A trip to New York City for winner, his or her parent/legal guardian, and the NJTL hero associated with his or her winning entry from August 28-30, 2015 consisting of: attendance at the 2015 Arthur Ashe Kids' Day presented by Hess at the US Open on August 29, 2015; roundtrip coach air transportation for winner, a parent or legal guardian and the applicable NJTL hero from a major commercial airport near winner's residence to New York (if winner lives within a 100 mile radius of New York City, round trip ground transportation provided by Sponsor may be substituted for roundtrip airfare); 3 days/2 nights at the Grand Hyatt New York (two standard rooms, double occupancy); five (5) meals; three (3) tickets to a professional sporting event; three (3) tickets to a Broadway show; and luncheon where winners will receive awards. Approximate Retail Value ("ARV") of each prize trip is \$2,400 USD, but the actual retail value will depend on place of residence of each winner. Each national winner, his/her parent/guardian and the applicable NJTL hero must travel together at times requested by Sponsor and have all requisite travel documentation. All details of trip, including, airline, hotel, meals, ground transportation, sporting event and Broadway show are to be determined by Sponsor in its sole discretion and are subject to change based on availability. In the event Arthur Ashe Kids' Day is postponed or cancelled for any reason, no compensation or substitution will be provided for that portion of the prize; however, the remainder of the prize package will be awarded and Sponsor will have no further obligation to winner. Tickets are subject to terms and conditions specified by issuer. Four (4) \$2,500 grants will be provided by Sponsor to the local NJTL hero associated with the each winning entry in the 15/16 and 17/18 age groups (Total ARV of grants: \$10,000). Each finalist, regardless of age group, will receive a plaque in their honor. ARV of each plaque is \$25.00 USD.

Each winner is solely responsible for all other expenses not specifically set forth herein, including, without limitation, taxes, gratuities, spending money, insurance and any other incidental. No prize substitution or cash equivalent of prize will be given for any reason except at the Sponsor's sole discretion due to

prize unavailability, and then only for a prize of equal or greater value. Limit one trip prize per individual, family or household.

**RELEASES.** By participating, each contestant and his/her parent/guardian (on behalf of himself/herself and contestant), releases, indemnifies and holds harmless Sponsor, USTA/NJTL, USTA, the USTA National Tennis Center Incorporated, the US Open, the City of New York, and their respective parent companies, subsidiaries, affiliates, dealers, and all others involved in the Contest's development or execution and each of their respective owners, principals, shareholders, directors, officers, volunteers, employees, agents, contractors and representatives (collectively the "Released Parties") from any and all liability for any injuries, losses or damages of any kind related to or arising from (i) participation in the Contest; (ii) acceptance, possession, use and/or misuse of any prize; (iii) the Released Parties' review and use of the contestant's entry or Likeness (defined below), except where prohibited by law; and/or (iv) third party claims relating to the representations and warranties being made in connection with the contestant's entry. By entering and submitting an essay (and photo, if applicable) each contestant and his/her parent/legal guardian (on behalf of himself/herself and contestant) (a) waives his/her rights in the essay and photo and assigns all rights, title and interest in and to the essay and photo, including, copyrights, to Sponsor; (b) acknowledges and agrees that Sponsor, as owner, has the exclusive, unrestricted, perpetual, royalty-free, worldwide, freely-assignable and irrevocable right, but not the obligation, to use, edit, alter, copy, reproduce, license, sell, rent, disclose, display, publish, prepare derivative works from, perform, distribute, exhibit, broadcast, or otherwise exploit the entry, in whole or in part, in any form or media, now known or hereafter developed, including, without limitation, broadcast television, radio and the Internet, for any purpose whatsoever, without any payment to, or further authorization by, the contestant or his/her parent/legal guardian; (c) acknowledges and agrees that the Released Parties have the unrestricted, irrevocable right, but not the obligation, to use contestant's name, address, photograph, picture, likeness, moving image, voice, biographical material, personal information, and any performance on contestant's part, whether in their original form or as altered, edited, lifted or reproduced by the Released Parties (collectively, "your Likeness"), in perpetuity throughout the world, whether in connection with the Contest or not, in any and all media (including broadcast television, radio and the Internet) now existing or hereafter discovered or developed, for any and all purposes including, without limitation, advertising, promotion, entertainment and commercial purposes, without any payment to, or further authorization by, the contestant or his/her parent/legal guardian, except where prohibited by law; and (d) agrees to execute such further documents and instruments and take any further acts as Sponsor may reasonably request in order to effectuate these terms.

**GENERAL CONDITIONS.** The costs incurred in creating and submitting a contest entry will not be reimbursed by Sponsor or anyone else. No monetary compensation, payments, residuals or use fees will be made to contestants with respect to the Sponsor's use of their essay. By submitting an essay (and photo, if applicable), each contestant and his/her parent or legal guardian agree to abide by these Official Contest Rules. Sponsor reserves the right permanently to disqualify from this Contest any person it believes has violated these Official Contest Rules. Contest subject to all applicable Federal, state and local laws and regulations. Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Contest, at any time, and without notice, if tampering, technical difficulties or any other matter interferes with the Contest. Should this Contest be terminated Sponsor reserves the right to select the winners from among all eligible, non-suspect entries received as of the action requiring such termination. The Released Parties assume no responsibility for lost, late, stolen, illegible, incomplete, damaged, postage due, misdirected, misplaced or mutilated entries, or other errors or problems of any kind, whether mechanical, electronic, human or otherwise. All entries become the property of Sponsor and none will be acknowledged or returned.

**INTERNET.** The use of any automated launching or entry software or any other mechanical or electronic means that permits the participant to automatically enter repeatedly is prohibited. Released Parties assume no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of entries. Released Parties are not responsible for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or any website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in this Contest or downloading any materials in this Contest. **CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON(S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW.**

**DATA COLLECTION.** All personal information submitted in relation to the Contest will be handled in accordance with applicable privacy laws and the privacy policy of the USTA Parties, which may be found at <http://www.usta.com/USTA/Home/Site%20Services/Privacy%20Policy.aspx>. Your personal information will only be used in connection with the Contest and as provided for in these Contest Rules.

**WINNERS' LIST.** The names of all winners will be posted online at [www.ustafoundation.com/njtl](http://www.ustafoundation.com/njtl) by September 11, 2015.

**SPONSOR.** USTA Foundation Incorporated, 70 West Red Oak Lane, White Plains, NY 10604. Visit [www.ustafoundation.com](http://www.ustafoundation.com) for more information.

If there is a conflict between the Spanish translation and the English version of this document, the English version shall control.