**TAMPA BAY DOWNS**

**COLLEGE DAYS PROPOSAL**

1. The “College Days” contest is open to all current U.S. junior, sophomore and freshmen college students and U.S. high school seniors planning to enroll in a U.S. college upon graduation. All students of four-year U.S. colleges, two-year U.S. colleges and technical schools and high school seniors are eligible.
2. To enter the contest, eligible students must complete an entry form that can be obtained on Jan. 12 at the Customer Service Desk and submit it by the end of racing that day. All categories must be filled out completely to be considered.
3. Upon the completion of racing on Jan. 12, 25 contest finalists will be drawn randomly. Each finalist will be notified by a track official and will proceed to the competition to receive one of five $2,000 scholarships.
4. Each finalist will be required to submit an essay of **300/500** words or less on the following subject: “Marketing Horse Racing To a New Generation of Fans,” with an emphasis on initiatives aimed at attracting and retaining new followers of the sport.
5. The deadline for finalists to submit their essays is Feb. 2. Entries may be typed or hand-written. They should be submitted to the General Office on the second floor or the Publicity Office, also on the second floor.
6. A panel of judges will rank each essay and announce the four winners by March 2. Criteria will include, but not be limited to, feasibility of the marketing plan presented; originality; understanding of the horse racing industry; clarity; and grammar and spelling.
7. All non-winners will receive two passes good for free admission on any racing day.
8. The scholarships will be awarded through the Upper Tampa Bay Chamber of Commerce Educational Foundation.
9. Track employees and their family members are not eligible. All decisions of the judges shall be final.