

SUBMISSIONS OPEN FEBRUARY 2016

VARSITY // BRANDS

SCHOOL SPIRIT AWARDS



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In August of 2014, Varsity Brands released a study revealing the powerful link between school spirit, involvement, achievement and self-confidence. The study revealed that students with higher levels of spirit perform better academically, are more involved and feel happier and more connected to their school and community.

That's why this fall, we launched the search for America's Most Spirited High School. On National School Spirit Day, we chose one \$25,000 grand prize winner: Vista Murrieta High School in Murrieta, California. Now, to continue celebrating the very best of America's high schools, we've

created the Varsity Brands School Spirit Awards. The Varsity Brands School Spirit Awards will reward schools, school groups and individuals who go the extra mile to build school pride, student engagement and community spirit. Each winner will be honored with up to \$1,500 in prize money, totaling \$25,000 awarded from Varsity Brands!

Contest submissions will open on varsitybrands.com February 8, 2016 and will close on March 1, 2016. Read on to learn more about the submission requirements and selection criteria:

Submission Requirements for All Entries:

Nominees must be nominated by a student, colleague or community member.

All entries must include:

- One 500-word essay about why the nominee is deserving of this award
- One letter of recommendation from a school principal, administrator or community leader
- Two photos of the nominee and his/her/their work
- Optional: Three links to additional media (including but not limited to press releases, videos, additional photos, articles, etc.)
- All nominees must be affiliated with a high school in the United States (student, faculty, coach, staff, etc.)

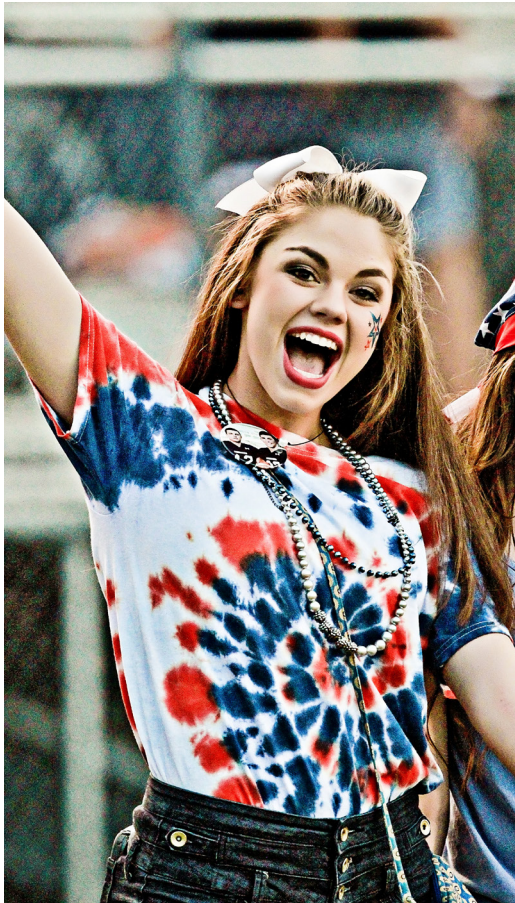
****Please submit a separate nomination for each category if you are interested in being considered for more than one award.**



Over 2,000 "Bronco Bleacher Creatures" show their pride on game day!

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AWARD CATEGORIES



SPORT

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Varsity MVP Award

We're looking for one student-athlete who exemplifies sportsmanship, leadership and teamwork. This person is the "glue" of the team and keeps spirits up even when chips are down. This student has as many teambuilding skills as athletic skills – he or she knows how to motivate, inspire and encourage teammates to work together, push harder and achieve the utmost success.

- ***This award is for an individual***
- Nominee must maintain a minimum GPA of 3.0
- Nominee must participate in at least one school sport

Legacy Coaching Award

We're looking for one coach with a long-standing history of success. Not only does this coach strive for victory, but also encourages academic excellence and good character.

- ***This award is for an individual***
- Nominee must coach at least one high school sport
- Nominee must have held current coaching job for a minimum of four years

Superior Sportsmanship Award

We're looking for one athletic team that shows respect and graciousness to opposing teams, referees and school groups. Even when the chips are down, this team roots for their players until the end. This team goes out of its way to welcome visiting schools and teams and maintains a positive attitude during all events.

- ***This award is for an athletic team***
- Essay must identify at least one way in which this group welcomes visiting teams

Outstanding Athletic Director Award

We're looking for one athletic director who supports all school teams enthusiastically and equally, regardless of success level. He/she encourages athletes to excel on the playing field and in the classroom and attends a variety of sporting events to maintain spirit and school pride.

- ***This award is for an individual***
- Nominee must currently serve as a high school athletic director

Magnificent Team Manager Award

We're looking for one dedicated student who loyally and eagerly assists athletic teams. This team manager keeps practices and games running smoothly so that the athletes can focus on bringing their best to the playing field. Teammates consider this person an invaluable and irreplaceable member of the team.

- ***This award is for an individual***
- Nominee must be a high school student

Spirit Superstar Award

We're looking for one individual who makes outstanding contributions to a school's spirit culture. You know the type – the person who finds a way to make their otherwise ordinary job an extraordinary opportunity to make others happy, without expecting anything in return. This person holds an important, but sometimes underappreciated role within the school district (i.e., administrative/custodial staff) but is still known and loved by students, faculty and community members alike. He/she embodies a timeless community spirit.

- ***This award is for an individual***
- Nominee must be employed by school district in some capacity

Spirit of Inclusion Award

The most spirited schools cultivate an atmosphere where all students feel welcomed and accepted. This award will honor one school or school group that goes out of its way to welcome new students and educate students about issues related to diversity and inclusion.

- ***This award is for a school or school group***
- School or group must have at least two programs or initiatives to support school inclusiveness

Outstanding Student Section Award

We're looking for a unified, organized and creative group of students who back their school's clubs and athletics with sportsmanship and style. This group recognizes that there's power in numbers and brings a large group of supporters to home and away events. This group brings passion, enthusiasm and creativity to a variety of school events.

- ***This award is for a school group***
- Nominee must attend numerous sporting events and activities
- Nominee must be an officially recognized group by school administration

Standout Spirit Program Award

We're looking for one spirit program that represents the very best in community and school ambassadorship. This group exemplifies sportsmanship, enthusiasm and loyalty through spirit-raising activities on and off the playing field. We're looking for a group with exceptional crowd-leading skills, spirit traditions, community service projects and more.

- ***This award is for a school group***
- The following groups are eligible to apply in combination for this award:
Cheerleading teams / Dance teams / Mascots
- Must identify at least three ways in which this nominee represents school ambassadorship and spirit
- Must identify at least one example of collaboration between spirit groups (cheer/dance/mascot)
- *Disclaimer: schools that do not currently have all three spirit groups (cheer/dance/mascot) may still apply. Please specify in your application which combination of groups are being nominated.*

Best School Tradition Award

This award will honor one school with a long-standing, meaningful tradition that inspires school and community spirit. This tradition should include the majority of the school/student body and have a unique and personal significance for the members of that school.

- ***This award is for a school***
- Tradition must have existed for at least four years
- Tradition must involve majority of student body/community
- Tradition must be positive, uplifting and uniquely significant to school

"Sound of Spirit" Marching Band Award

The marching band has become an All-American staple for school sporting events. This award will honor one marching band who brings talent, innovation and dedication to school events.

- ***This award is for a school group***
- Nominee must have a school fight song
- Must identify examples of collaboration between nominee and student clubs/spirit programs
- Nominee should perform at least one halftime performance each year
- Nominee must have a presence at multiple events throughout year

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Student to Celebrate Award

We're looking for one student who has a deep and genuine love for his/her school. The community can rely on this student to remain enthusiastic, optimistic and loyal. This student is driven, kind, well-rounded and cares deeply about representing the school in the best possible light. He/she consistently attends school events and displays the utmost sportsmanship and school pride.

- ***This award is for an individual***
- Nominee must be involved in at least one school club or sport
- Nominee must hold at least one leadership position within school
- Nominee must maintain a minimum GPA of 3.0

Top-Notch Teacher Award

We're looking for one teacher who understands that achievement means more than a number in a gradebook. It means helping students discover their strengths and passions. Students feel this teacher cares about them both academically and personally. This teacher has a genuine love and loyalty for his/her school and supports it in every way possible.

- ***This award is for an individual***
- Must identify at least one example of mentorship and/or teaching excellence
- Nominee must advise or take part in at least one extracurricular activity

Principal of Principle Award

This principal understands the essential link between school spirit and student achievement and therefore supports academics and athletics alike. This principal is personable, active in school activities, encouraging to students and faculty and innovative in his/her approach to education and engagement.

- ***This award is for an individual***
- Must provide two examples of nominee's commitment to and engagement in school activities

"Yerd" of the Year Award

Nothing captures the energy and excitement at your school like a yearbook filled with photographs and achievements. This award will honor one student yearbook editor who captures the memories of the school year in a way that students and families can cherish for years to come.

- ***This award is for an individual***
- Must be part of officially-recognized school yearbook group

Performing Arts Achievement Award

Arts programs have the potential to add immense value to the high school experience. This award is for a performing arts program (choir, film, theater, orchestra, band, etc.) who adds to the overall school atmosphere through high-quality performances.

- ***This award is for a group***
- Nominee must perform at a minimum of two school events each year

Submissions open on varsitybrands.com February 2016

HOW TO ENTER:

The Varsity Brands School Spirit Awards will begin accepting submissions February 8, 2016 and will end March 1, 2016.

To enter, create an account at varsitybrands.com and follow the instructions to submit your entry. You will be required to complete the following:

- One 500-word essay detailing why the nominee deserves to receive a Varsity Brands School Spirit Award
- One letter of recommendation from a principal, administrator or community leader
- Two photographs of the nominee and his/her/their work
- Optional: Three links to additional media (including but not limited to press releases, videos, additional photos, articles, etc.)

Completing all of the steps above in accordance with the Official Rules will generate one (1) entry to the Varsity Brands School Spirit Awards. If you would like to be considered for multiple awards, please submit a separate nomination for each category.

