"Take Off!" / "¡Lánzate!" Premio Universitario de Southwest Airlines

Basic Qualifications:

- Student must be enrolled in a college at least 200 miles from their designated home at time of application.
- Student must be in good academic standing as determined by his or her college.
- Student must have a minimum 2.5 GPA.
- Student must be 18 years old or older at time of application.
- Recipient must be a legal U.S. resident.
  All federal government regulations related to air travel and Transportation Security Administration rules must be adhered to, including, but not limited to, producing a valid government issued photo ID for air travel.
- One application per student must be submitted **online** by the specified deadline of April 14, 2017 at 11:59 p.m. CT. Incomplete applications and applications not submitted online will be disqualified.
- Needed travel must be to/from Southwest Airlines domestic destinations.
- Students will be required to complete and upload a W-9 and Enrollment Verification Form with their application (collectively, the "Required Documentation") The Enrollment Verification Form must be signed by the college Registrar's Office and must verify enrollment and grade point average.
- The student must identify direct or parental ties to a specific country to determine Hispanic origin on the application.

Essay:

- The student must write a personal essay addressing questions as outlined in the application. The essay must be between 300 and 500 words demonstrating college level writing and grammar skills. Applications with essays with fewer than 300 words or more than 500 words will be disqualified.
- In the essay, student should demonstrate or discuss socio-economic need such as financial need, cultural considerations, etc.
- The essay may be written in Spanish, provided an English translation is included with the application.

Selection:

- A selection committee comprised of national education advocates and HACU leaders will review all qualified applications and essays.

- Students attending a HACU member institution will receive additional credit in the individual review phase.

- The decision of the selection committee is final and subject to review and approval by Southwest Airlines.

- The selection committee will determine the number of students who will receive Southwest flight e-passes. The number of Southwest flight e-passes each student will receive (likely, two to eight) is subject to Southwest Airlines limitations on total number of flight e-passes tickets distributed.

Southwest flight e-passes & Notification

¡Lánzate! /Take Off! Travel Award:

- Student must travel to/from Southwest Airlines destinations on published service only. ***NOTE***: The application will have drop-down menu for students to select Southwest Airline destinations only.
- The Southwest flight e-pass is valid for **one-way** travel on Southwest-operated, published, scheduled service in the United States. Void in Alaska, Hawaii, Puerto Rico and where prohibited or restricted by law. The Southwest flight e-pass is not valid on interline or codeshare service.
- The Southwest Airlines flight e-pass is not valid to/from any international destinations.
- Ground transportation, hotel accommodations, and travel expenses are not provided. Recipients are responsible for transportation to and from the designated Southwest Airlines destination.
- The Southwest flight e-pass will bear the date of issue and the date of expiration. Southwest e-passes will be valid from August 15, 2017 – August 15, 2018. Expiration dates will not be extended, and travel must be completed on or before the expiration date.
- The Southwest flight e-pass is non-refundable and is not redeemable for cash or credit. The Southwest flight e-pass will not be replaced for any reason, including, without limitation, if lost, stolen, or fraudulently used. The Southwest flight e-pass is non-transferrable and cannot be sold to a third party. Sale, auction, or re-tendering of the Southwest flight e-pass for money or otherwise is strictly prohibited. The Southwest flight e-pass may not be used for promotional purposes unless previously approved by Southwest. Any suspected fraud, misrepresentation, misuse, abuse or violation of the Southwest flight e-pass^{SM} Rules and Regulations may result in cancellation of the Southwest flight e-pass(es).
- Each individual Southwest flight e-pass is valid for **one-way** travel. Two flight e-passes are required to book roundtrip travel.
- Students must meet all rules of the sponsoring organization.
- All recipients must comply with the Southwest Airlines *Contract of Carriage*.

Notification:

- HACU will send an auto reply e-mail acknowledging receipt of the application.
- No notification will be sent as to whether the application is incomplete or complete.
- Selected students will receive an email communication, and the awarded number of flight e-passes from Southwest Airlines by August 15, 2017.

Southwest® | HACU

"Take Off!" / "¡Lánzate!" Premio Universitario de Southwest Airlines® ("Program")

Official Rules

NO PURCHASE NECESSARY TO APPLY OR RECEIVE AWARD. A PURCHASE WILL NOT INCREASE YOUR CHANCES. VOID IN ALASKA, HAWAII, PUERTO RICO AND WHERE PROHIBITED OR RESTRICTED BY LAW.

1. **Eligibility:** The Program is open to students who are: (i) enrolled in a college at least 200 miles from their designated home; (ii) in good academic standing as determined by his or her college and have a minimum 2.5 GPA; (iii) able to identify direct or parental ties to a specific country to determine Hispanic origin; (iv) a legal resident of the 48 contiguous United States and the District of Columbia; and (v) 18 years of age or older at the time of application. Employees of Southwest Airlines Co. ("Southwest Airlines") and Hispanic Association of Colleges and Universities ("Sponsor"), their advertising and promotions agencies, and their immediate families (spouse and parents, children and siblings and their spouses) and individuals living in the same households of such employees are ineligible. Eligibility is contingent on agreement to, and compliance with, these Official Rules. Program is subject to all applicable federal, state, and local laws and regulations. This Program is offered in the United States only and shall only be construed and evaluated according to United States law. Do not enter this Program if you are not located in the United States.

2. **To Apply:** Applications must be submitted online **from March 1, 2017 at 12:00 a.m. CT** through **April 14, 2017 at 11:59 p.m. CT zone** ("Program Period"). To apply, the student must complete an application, along with Verification of Enrollment and W-9 Forms (collectively, the "Required Documentation), and write a personal essay addressing questions as outlined in the application. The essay must be between 300 and 500 words demonstrating college level writing. Applications with essays with fewer than 300 words or more than 500 words will be disqualified. In the essay, student should demonstrate or discuss socio-economic need such as financial need, cultural considerations, etc. The essay may be written in Spanish, provided an English translation is included with the application. The application, along with the Required Documentation, and essay must be submitted online at **http://www.hacu.net/hacu/Lanzate.asp.**

   All applications become property of Sponsor and will not be returned. Incomplete applications are not eligible. Applications must be received by **April 14, 2017 at 11:59 p.m. CT**. Applications are limited to one (1) per person. Sponsor's computer is the official timekeeping device for this Program.

   Any eligible individual participating in this Program shall be a "Student." Participation must be by the Student. If the identity of the individual who actually participated in the Program cannot be resolved to Sponsor's satisfaction, the affected individual's entry will be deemed ineligible.

   Students are required to provide truthful information and Sponsor will reject and delete any application that it discovers to be false or fraudulent. Sponsor will disqualify any application from Students who do not meet the eligibility requirements, do not submit online or submit an incomplete application, and may also delete any application received from persons under the age of 13 in compliance with the Children's Online Privacy Protection Act.

   By participating, students give permission for the Sponsor to verify enrollment at his or her college.

3. **Selection of Student recipient (s):** This is an Educational Program. Selection is based on the committee review of student application and essay and consensus of the committee.

   The selection committee is comprised of national education advocates and HACU leaders. Decision of the selection committee is final and subject to review and approval by Southwest Airlines. The selection committee will determine the number of students that will receive flight e-passes and the number of flight e-passes each student will receive (between two to eight).

Student recipients will be notified by Sponsor of their selection on or about **August 15, 2017** via email or phone. All student recipients are subject to eligibility verification by Sponsor, whose decisions are binding and final

Only completed applications will be reviewed. All applications require agreement with the "Student Certification" in order to submit the application.

Southwest Airlines flight e-passes: A minimum of 100 students will be selected. Students may receive from 2 or up to 8 e-passes as determined by the selection committee. Approximate retail value of one (1) flight e-pass is $200. Each individual Southwest flight e-pass℠ is valid for one-way travel. Two Southwest flight e-pass℠ are needed to book roundtrip travel

4. E-pass Air Travel Restrictions: Air travel is subject to Southwest Airlines terms and conditions; certain restrictions may apply. Each Southwest flight e-pass is valid for one-way travel on Southwest-operated, published, scheduled service in the United States. The Southwest flight e-pass will bear the date of issue and the date of expiration. Expiration dates will not be extended, and travel must be completed on or before the expiration date. The Southwest flight e-pass is not valid on interline or codeshare service. The Southwest flight e-pass is non-refundable and is not redeemable for cash or credit. The Southwest flight e-pass will not be replaced for any reason, including, without limitation, if lost, stolen, or fraudulently used. The Southwest flight e-pass is non-transferrable and cannot be sold to a third party. Sale, auction, or re-tendering of the Southwest flight e-pass for money or otherwise is strictly prohibited. The Southwest flight e-pass may not be used for promotional purposes unless previously approved by Southwest. Any suspected fraud, misrepresentation, misuse, abuse or violation of the Southwest flight e-pass rules and regulations may result in cancellation of the Southwest flight e-pass(es). Southwest flight e-pass holders are required to be eighteen (18) years of age or older and a legal U.S. resident. However, the recipient of a Southwest flight e-pass may arrange travel for another person if done without selling or bartering a Southwest flight e-pass. Air transportation by Southwest Airlines is subject to Southwest Airlines' Passenger Contract of Carriage set out at http://www.southwest.com/assets/pdfs.corporate-commitments/contract-of-carriage.pdf. If the student recipient does not live in a city served by Southwest Airlines, he/she is responsible for transportation to the nearest airport served by Southwest Airlines. Student recipient is responsible for booking all travel. Travel is based on seat availability. Seats on any desired flight are not guaranteed. Student recipient is responsible for obtaining all required travel documents. Student recipient must have valid government-issued photo identification at the time of travel.

Flight e-passes must be accepted as awarded or they will be forfeited and awarded to an alternate student recipient. Travel accommodations and other restrictions apply. All costs and expenses associated with e-pass acceptance and use not specified herein as being provided, including but not limited to lodging, transportation costs, meals, gratuities and other expenses incurred by accepting the travel award, are the sole responsibility of the student recipient. No travel substitutions, cash equivalent, or transfer of e-passes permitted except at the sole discretion of Southwest Airlines. Sponsor reserves the right, at its sole discretion, to issue a travel e-pass of greater or equal value of the advertised travel if it is unavailable.

5. **Claiming of e-pass(es):** If a student recipient cannot be contacted using the information provided or fails to respond to Sponsor's attempt to notify them of selection; if any notification is returned as undeliverable or yields an error of undeliverable type "bounce back" email (regardless if the message is ultimately delivered to the recipient); if Sponsor is unable to verify student recipient's eligibility; if student fails to comply with these Official Rules; if any e-pass(es) is returned undeliverable; if a student recipient is unable or unwilling to accept the e-pass(es) as stated; or if the student recipient cannot be verified as eligible for any other reason, the student recipient is disqualified and an alternate student recipient will be selected from among the remaining eligible entries. Student recipients who are contacted by Sponsor and who accept the e-pass(es) as stated will receive an email communication and the awarded number of flight e-passes by August 15, 2017.

6. **Conditions:** Payments of all federal, state, and local taxes are solely the responsibility of the student recipient. Student recipient will be required to sign an IRS Form W-9 with the student recipient's full social security number or the equivalent. Failure to submit a Form W-9 upon request will result in forfeiture of the travel award. E-passes of $600 or more will be reported to the IRS.

By participating in the Program, student recipients agree to have his/her name, voice, likeness, photograph, statements, opinions, biographical information and/or Program application used in any advertising or broadcasting material, whether relating to this Program or otherwise, in any media, worldwide, now known or hereinafter developed, in perpetuity, without additional notice, payment, or other compensation unless prohibited by law, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the travel award.

Sponsor is not responsible for lost, stolen, mangled, misdelivered, illegible, incomplete or late entries, telephone service outages, delays, busy signals, equipment malfunctions and any other technological difficulties that may prevent an individual from entering or claiming a travel award.

Sponsor, in its sole discretion, reserves the right to disqualify any person tampering with the application process, the operation of Sponsor's website, or otherwise in violation of the Official Rules. Sponsor further reserves the right to cancel, terminate or modify the Program if it is not capable of completion as planned, including infection by computer virus, bugs, tampering, unauthorized intervention or technical failures of any sort. In such event, Sponsor reserves the right, but not the obligation, to issue any applicable travel e-pass(es) from the entries submitted before the cancellation, suspension, or modification of the Program. Any attempt to undermine the operation of the Program may be a violation of criminal and civil law, and, should such attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent permitted by law.

Sponsor reserves the right to make changes in the Official Rules, including the substitution of an e-pass of greater or equivalent value, which will become effective upon announcement.

Failure to comply with the Official Rules may result in Student's disqualification solely at the discretion of the Sponsor.

The Sponsor is not responsible for typographical or other errors in the printing, the offering or the administration of the Program, or in the announcement of a travel award. In any case, the final student recipients of all e-passes will be determined, and e-passes will be issued, within a reasonable time after the end of the Program Period, except as agreed between Sponsor and student recipients.

In the event an e-pass is delivered to a student recipient, it will be with the prior written consent of the student recipient and therefore, student recipient assumes the risk of its loss. Sponsor is not responsible for the safe arrival of e-pass(es). Sponsor is not responsible if student recipient does not receive his/her e-pass(es) because of erroneous, expired, canceled, fraudulent, or fake information was provided during the Program. Only the e-pass(es) set forth in these Official Rules will be awarded. If, through printing or production error, or for any other reason whatsoever, more e-passes are claimed than intended and/or set forth in these Official Rules, Sponsor reserves the right to issue only the stated number of e-passes from all legitimate, unawarded, eligible e-pass claims.

7. **Limitation of Liability:** NEITHER SPONSOR, SOUTHWEST AIRLINES CO., NOR THEIR SUBSIDIARIES AND AFFILIATED ENTITIES ARE RESPONSIBLE FOR PRINTING OR TYPOGRAPHICAL ERRORS IN ANY PROGRAM-RELATED MATERIALS OR TRANSACTIONS THAT ARE PROCESSED LATE OR INCORRECTLY OR ARE LOST DUE TO COMPUTER OR ELECTRONIC MALFUNCTION. EACH STUDENT RECIPIENT IS SOLELY RESPONSIBLE FOR PAYMENT OF ALL FEDERAL, STATE, AND LOCAL TAXES ON E-PASS(ES) AND FOR ANY TRAVEL OR OTHER EXPENSES NOT SPECIFICALLY MENTIONED IN THE E-PASS(ES) DESCRIPTION. SPONSOR RESERVES THE RIGHT TO CANCEL OR MODIFY PROGRAM IF FRAUD OR TECHNICAL FAILURE COMPROMISES THE INTEGRITY OF THE PROGRAM AS DETERMINED BY SPONSOR IN ITS SOLE DISCRETION.

   THIS PROGRAM OFFER IS BEING MADE EXCLUSIVELY BY THE SPONSOR. SPONSOR AND SOUTHWEST AIRLINES CO. ARE NOT RESPONSIBLE FOR TECHNICAL, HARDWARE, SOFTWARE, OR TELEPHONE FAILURE OF ANY KIND, LOST OR UNAVAILABLE NETWORK CONNECTIONS OR FRAUD, INCOMPLETE, GARBLED, OR DELAYED COMPUTER TRANSMISSION WHETHER CAUSED BY SPONSOR, USER, OR BY ANY OF THE EQUIPMENT OR PROGRAMMING ASSOCIATED WITH OR UTILIZED IN THE PROGRAM, OR BY ANY TECHNICAL OR HUMAN ERROR WHICH MAY OCCUR IN THE PROCESS OF SUBMISSIONS WHICH MAY LIMIT A STUDENT'S ABILITY TO PARTICIPATE IN THIS PROGRAM. NEITHER SPONSOR, SOUTHWEST AIRLINES CO., NOR THEIR SUBSIDIARIES AND AFFILIATED ENTITIES ARE RESPONSIBLE FOR ANY DAMAGES OR INJURY INCURRED BY STUDENT RECIPIENTS AS A RESULT OF RECEIVING E-PASS(ES).

   BY APPLYING, STUDENTS AGREE TO RELEASE HOLD HARMLESS, DEFEND AND INDEMNIFY EACH OF SPONSOR, SOUTHWEST AIRLINES CO., AND THEIR RESPECTIVE PARENTS, SUBSIDIARIES, AFFILIATES, AND EACH OF THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES AND AGENTS, AND ANY AND ALL OTHER COMPANIES ASSOCIATED WITH THIS PROGRAM (COLLECTIVELY, THE "RELEASED PARTIES") AGAINST ANY AND ALL LIABILITY, DAMAGES, OR CAUSES OR ACTION (HOWEVER NAMED OR DESCRIBED), RELATED TO OR ARISING OUT OF (I) THE PROGRAM, (II) STUDENT'S PARTICIPATION IN THE PROGRAM, AND (III) THE RECEIPT OR USE OR MISUSE OF THE E-PASS(ES) AWARDED HEREIN. POSSIBLE CLAIMS OR CAUSES OF ACTION INCLUDE, BUT ARE NOT LIMITED TO, INFRINGEMENT OF ANY RIGHT OF PUBLICITY OR INTELLECTUAL PROPERTY; THREATENED OR ACTUAL INJURY, LOSS, OR DAMAGE TO ANY PERSON, INCLUDING DEATH AND DISABILITY; DEFAMATION OR PORTRAYAL IN A FALSE LIGHT (INTENTIONAL AND UNINTENTIONAL); AND DAMAGE TO OR LOSS OF PROPERTY, ARISING OUT OF SUCH STUDENT'S PARTICIPATION IN THE PROGRAM OR RECEIPT OR USE OR MISUSE OF ANY TRAVEL AWARD. IN NO

EVENT WILL THE RELEASED PARTIES BE RESPONSIBLE FOR OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF THIS PROGRAM.

If for any reason a Student's application is confirmed to have been voided or corrupted by any grossly negligent act of the Sponsor, Student's sole remedy is another application in the Program, subject to availability and provided that the Program has not then expired.

8. **CONSTRUCTION AND DISPUTES:** Students waive any right to claim ambiguity in these Official Rules. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of any Student and Sponsor in connection with the Program, shall be resolved individually, without resort to any form of class action, and exclusively governed by, and construed in accordance with the laws of the State of Texas, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of Texas, or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of Texas. The invalidity or unenforceability of any provision of these Official Rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these Official Rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein. Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including associated with entering this Program, but in no event attorneys' fees. Sponsor reserves the right to correct clerical or typographical errors in Program materials or these Official Rules. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

   THE EXCLUSIVE JURISDICTION FOR ANY DISPUTE SHALL BE IN THE FEDERAL OR STATE COURTS LOCATED IN DALLAS COUNTY, TEXAS.

9. **Privacy**: By applying to this Program, each student agrees to Sponsor's manner of collection, use, retention, and disclosure of Student's personal information submitted in connection with the Program, including, without limitation, all names, addresses, emails, phone numbers, and birth dates obtained from or provided by Students. Information collected is subject to Sponsor's privacy policy and any state or federal law. Sponsor's privacy policy can be found at http://www.hacu.net/hacu/Lanzate.asp.

10. **Official Rules and Student recipient List:** Official Rules and Student recipient List may be obtained by visiting Sponsor's website http://www.hacu.net/hacu/Lanzate.asp

11. **Sponsor:** Hispanic Association of Colleges & Universities - 8415 Datapoint Drive, Suite 400 San Antonio, TX 78229