

P.I.M.P “Upgrade Your LIFE” Scholarship Contest Description

We at Fillmore Street Brewery understand that, in the realm of scholarship awards, a student’s academic achievement is too often the most important factor. Consequently, Fillmore Street Brewery’s Positive Intellectual Motivated **Person** (P.I.M.P) “Upgrade Your Life” Scholarship contest seeks to allow students from all disciplines with no grade point average restrictions to compete in an essay and photography competition concerning how the student plans to “Upgrade His/ Her Life” through education, hard work, creativity, heart, and philanthropy. In addition, the contest committee will also consider the student’s grade point average, extracurricular activities, and any other relevant factors. This year, Fillmore Street Brewery will split the prize money between international and domestic (United States of America) students as follows:

Domestic Scholarships:

1st place- \$1750
2nd place- \$ 500
3rd place- \$ 250

International Scholarships:

1st place- \$1750
2nd place- \$ 500
3rd place- \$ 250

In addition, those students who rank in the Top 10, both internationally or domestically, will receive 2 free cases of pimp juice (both original and the purple label) and a box of gear that will include t-shirts, caps, jerseys, posters, stickers, and other pimp juice-related clothing.

Eligibility

The P.I.M.P Contest is highly competitive. We encourage students from all over the world to apply who are currently Freshman, Sophomore, Junior, Senior, or Graduate college students (or international college student equivalent). Students must be at least 18 years old as of Oct. 1st, 2007. In addition to this application, contestants must also sign and agree to the attached photo release form.

Application Requirements: Application and release form must be downloaded at www.letitloose.com

Contestants will need to send in their essay and photo as well as the completed application and release form to:

P. I. M. P Scholarship Contest
7645 Delmar Blvd.
Lower Level
St. Louis, MO 63130

All applications must be received at the above address by no later than March 3rd, 2008. Scholarships will be announced in late April of 2008.

Please send all inquiries to Lizzy Wooten at energybrew@sbcglobal.net.

Application

Name

Family/Last

Given First

Middle

Social Security Number _____ - _____ - _____ Telephone Number (_____) _____
Area Code Number

Address

_____		_____	
Street		Apt	
_____		_____	
City	State	Country	Zip Code

Email Address _____

Telephone Number (Best Contact) _____

College

Name		

City	State	Country

Career GPA (Grade Point Average) _____

Special Honors and Awards

Extra Curricular Activities

Volunteer Activities

Work Experience

Leadership Activities

Research Activities

Academic Interest(s)/ Possible Major(s) _____

Educational/ Career Goals _____

SAT 1 Verbal _____ ACT ENG _____ ACT READ _____

SAT 1 Math _____ ACT Composite _____ ACT MATH _____ ACT SCI _____

Are there any additional circumstances that the scholarship committee should consider? Please describe below.

I hereby certify that the answers and statements contained in this application are true to the best of my knowledge. I also certify that this application, including the short answer, is my own work. In addition, I authorize the scholarship committee to have access to my admission file

Signature

Date

Essay Competition:

Please write a brief answer (1000 words or less) to the following question:

How do you plan to “Upgrade Your Life” through education, hard work, creativity, heart, and/ or philanthropy?

Photo Competition:

Please include a photograph with you and a can of pimp juice (either the original, purple label, or PJ Tight can) that best embodies your plan to “Upgrade Your Life.” FSB expects creativity and fun to exude from your submission.

FILLMORE STREET BREWERY, LLC

IMAGE CONSENT FORM

POSITIVE INTELLECTUAL MOTIVATED PERSON “Upgrade Your Life” SCHOLARSHIP CONTEST

THE UNDERSIGNED ENTERS INTO THIS AGREEMENT WITH Fillmore Street Brewery, LLC (FSB)

I HAVE BEEN INFORMED AND UNDERSTAND THAT FSB IS HOLDING A POSITIVE INTELLECTUAL MOTIVATED PERSON (P.I.M.P) “UPGRADE YOUR LIFE” SCHOLARSHIP CONTEST (“POSITIVE INTELLECTUAL MOTIVATED PERSON SCHOLARSHIP/COMPETITION”). IN ORDER TO BE ABLE TO PARTICIPATE IN THIS CONTEST, I UNDERSTAND THAT I MUST COMPLETE THE SCHOLARSHIP APPLICATION AND THIS AGREEMENT. I UNDERSTAND THAT FSB HAS AND MANAGES A WEBSITE (WWW.LETITLOOSE.COM), AND THAT MY ENTRY FOR THIS COMPETITION (“PHOTO PRODUCT”) MAY BE USED AS A PART OF FSB’S WEBSITE (WWW.LETITLOOSE.COM) AT FSB’S SOLE DISCRETION.

I HAVE ALSO BEEN INFORMED AND UNDERSTAND THAT FSB PROMOTES ITS PIMPJUICE, PIMPJUICE-THE PURPLE LABEL, AND PJTIGHT PRODUCTS VIA TELEVISION, INTERNET, AND OTHER MEDIA COMMERCIALS, BOTH DOMESTICALLY AND INTERNATIONALLY, AND THAT MY PHOTO PRODUCT ENTRY TO THE POSITIVE INTELLECTUAL MOTIVATED PERSON SCHOLARSHIP MAY BE USED AS A PART OF ANY FSB COMMERCIAL AT FSB’S SOLE DISCRETION.

1. I GRANT FSB AND ITS DESIGNESS THE RIGHT TO USE THE PHOTO PRODUCT WHICH I AM SUBMITTING FOR THE “POSITIVE INTELLECTUAL MOTIVATED PERSON COMPTETITION” AND ANY NAME, LIKENESS, IMAGE VOICE, APPEARANCE, AND PERFORMANCE (OF ALL ACTORS IN THE PHOTO PRODUCT) AS EMBODIED IN THE PRODUCT WHETHER RECORDED ON OR TRANSFERRED TO PHOTOTAPE, FILM, SLIDES, PHOTOS, AUDIO TAPES, OR OTHER MEDIA, NOW KNOWN OR LATER DEVELOPED. THIS GRANT INCLUDES WITHOUT LIMITATION THE RIGHT TO EDIT, MIX OR DUPLICATE AND TO USE OR RE-USE THE PRODUCT IN WHOLE OR PART AS FSB MAY ELECT. FSB OR ITS DESIGNEE SHALL HAVE COMPLETE OWNERSHIP OF THE PHOTO PRODUCT IN WHICH I HAVE SUBMITTED, INCLUDING COPYRIGHT INTERESTS, AND I ACKNOWLEDGE THAT I HAVE NO INTEREST OR OWNERSHIP IN THE PHOTO PRODUCT OR ITS COPYRIGHT.
2. I ALSO GRANT FSB AND ITS DESIGNEES THE RIGHT TO BROADCAST, EXHIBIT MARKET, SELL AND OTHERWISE DISTRIBUTE THE PHOTO PRODUCT, EITHER IN WHOLE OR IN PARTS, AND EITHER ALONE OR WITH OTHER PHOTO PRODUCTS, FOR COMMERCIAL OR NON-COMMERCIAL INTERNET, TELEVISION OR THEATER, CLOSED-CIRCUIT EXHIBITION, HOME PHOTO DISTRUBITION OR ANY OTHER PURPOSE THAT FSB OR ITS DESIGNEES IN THEIR SOLE DISCRETION MAY DETERMINE. THIS GRANT INCLUDES THE RIGHT TO USE THE PHOTO PRODUCT FOR PROMOTING OR PUBLICIZING ANY OF THE USES.
3. I CONFIRM THAT I HAVE THE RIGHT TO ENTER INTO THIS AGREEMENT, THAT I AM NOT RESTRICTED BY ANY COMMITMENTS TO OTHER PARTIES, AND THAT FSB HAS NO FINANCIAL COMMITMENTS OR OBLIGATIONS TO ME AS A RESULT OF THIS AGREEMENT. I HEREBY GIVE ALL CLEARANCES, COPYRIGHT AND OTHERWISE, FOR USE OF MY NAME LIKENESS, IMAGE VOICE, APPEARANCE AND PERFORMANCE (OF ALL ACTORS IN THE PHOTO PRODUCT) EMBODIED IN THE PHOTO PRODUCT. I EXPRESSLY RELEASE AND INDEMNIFY FSB AND ITS OFFICERS, EMPLOYEES, AGENTS AND DESIGNEES FROM ANY AND ALL CLAIMS KNOWN AND UNKNOWN ARISING OUT OF OR IN ANY WAY CONNECTED WITH THE ABOVE GRANTED USES AND REPRESENTATIONS. THE RIGHTS GRANTED TO FSB HEREIN ARE PERPETUAL AND WORLDWIDE.
4. IN CONSIDERATION OF ALL THE ABOVE, I HEREBY ACKNOWLEDGE RECEIPT OF REASONABLE AND FAIR CONSIDERATION FROM FSB.

I HAVE READ THE FOREGOING AND UNDERSTAND ITS TERMS AND STIPULATIONS AND AGREE TO ALL OF THEM:

APPLICANT’S SIGNATURE DATE TIME

ACTOR #1 SIGNATURE (IF APPLICABLE) DATE TIME

ACTOR #2 SIGNATURE (IF APPLICABLE) DATE TIME

ACTOR #3 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #4 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #5 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #6 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #7 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #8 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #9 SIGNATURE (IF APPLICABLE)	DATE	TIME
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ACTOR #10 SIGNATURE (IF APPLICABLE)	DATE	TIME
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