

SPOT EXPERIENTIAL SCHOLARSHIP

DESIGN THE DESTINATION EXPERIENCE OF THE FUTURE

SPOT THE ZEBRA IS A HORSE OF A DIFFERENT COLOR.

He represents the artistic, fun, and adventurous culture of PGAV. He's been around the world a few times, seen the great landmarks, the tourist traps, and even met a few celebrities along the way. Now we ask you to give Spot a new epic story for his collection by **DESIGNING THE DESTINATION EXPERIENCE OF THE FUTURE.**

This year, Spot's stuffed his luggage full of souvenirs from his wonderful trips to a few of PGAV's theme parks, zoos, museums, and aquaria to introduce each of the design challenges.

YOUR TASK - SELECT ONE OF SPOT'S DESIGN CHALLENGES AND USING YOUR UNMATCHED SKILLS, HELP SET THE TRENDS OF THE FUTURE FOR SOME OF THE WORLD'S MOST POPULAR DESTINATIONS.

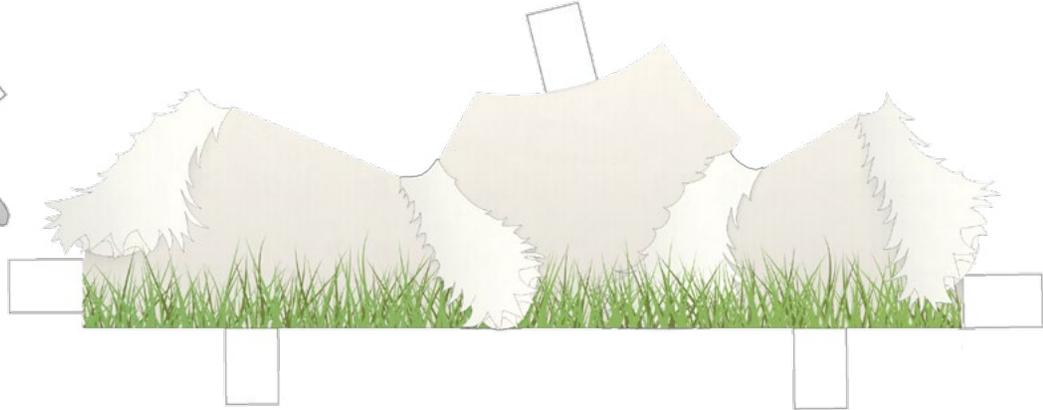
And don't forget to impress us with your storytelling skills by describing how your design impacts guest experience. After all, it's the great stories and unique, memorable experiences that define each of us.

THE REWARD FOR YOUR CREATIVITY AND BRILLIANCE? SEE LIFE THROUGH OUR LENS.

A trip for you and a friend to create your own memories at your choice of a PGAV-designed destination!

For full rules and reward details, please visit pgavdestinations.com/careers/opportunities

WANT TO GO ON AN ADVENTURE?

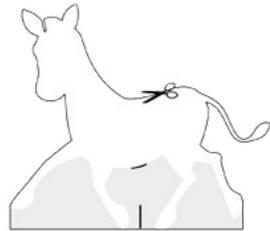


The bottom of a coral reef is no place for a zebra... unless he's swimming through Discovery Cove's Saltwater Reef with this handy SNUBA helmet covering his noggin.

SEE CORAL REEF CHALLENGE

Spot loves to hang out with his famous friends, the Budweiser Clydesdales, down at the Anheuser-Busch Brewery. And these fantastic socks help him feel right at home!

SEE CLYDESDALES CHALLENGE



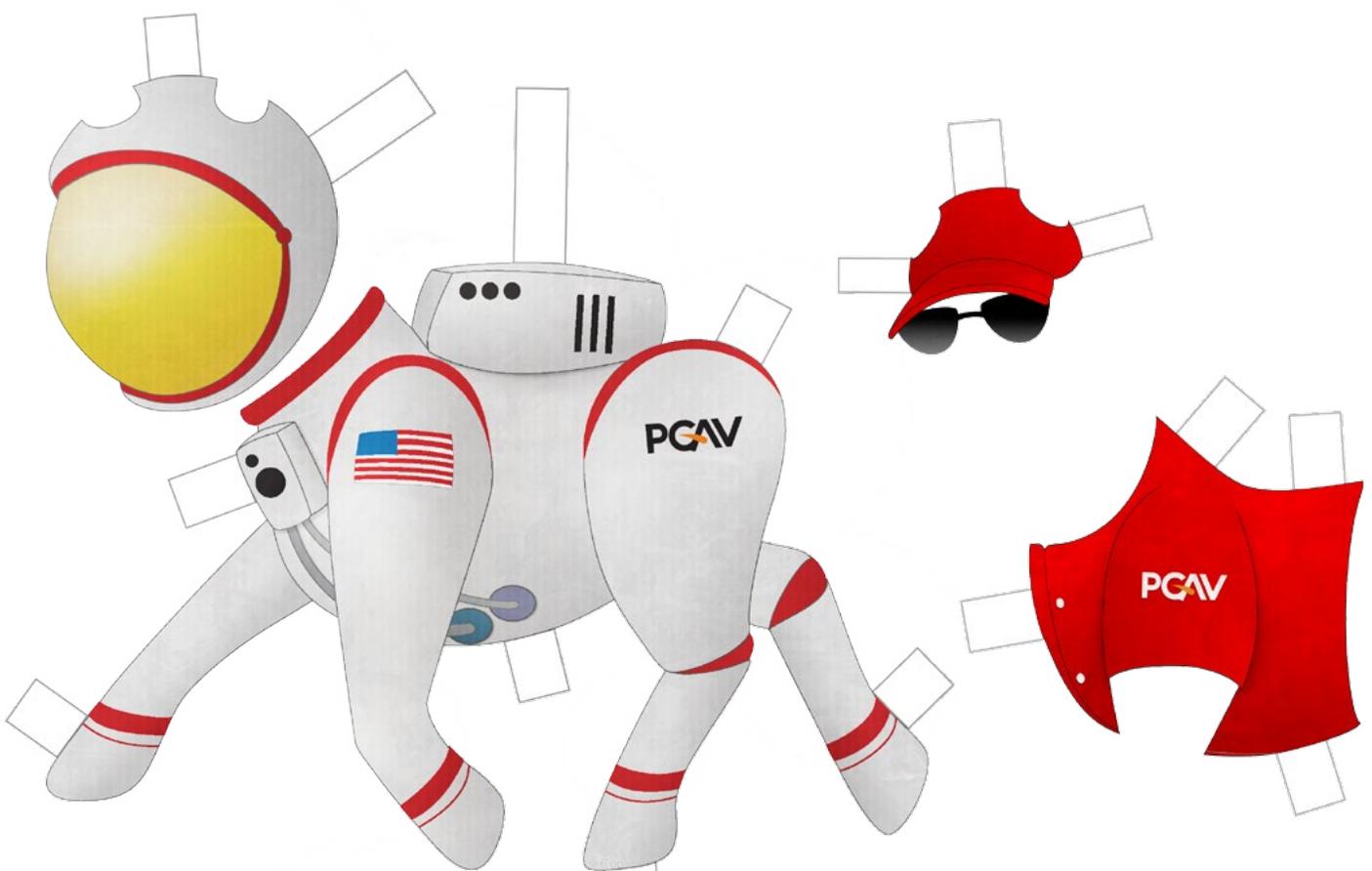
cutout around spot and the black portions



When Spot wants to swim with his oceanic buddies, he grabs his bathing suit and inner tube, and heads down to SeaWorld Aquatica.

The inner tube is for his own safety.

SEE WATER PARK CHALLENGE

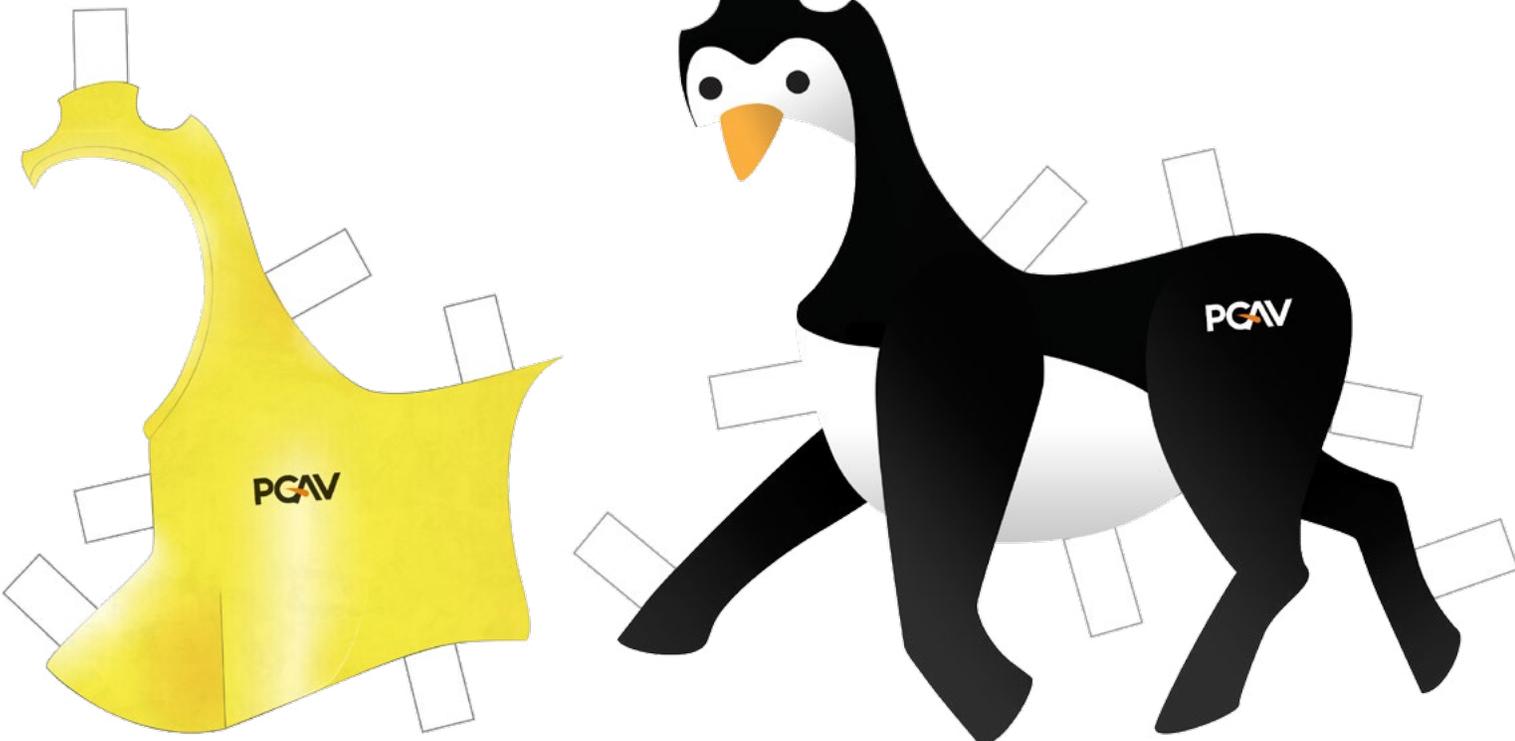


With dreams of floating through orbit, the Kennedy Space Center's Home for the Space Shuttle Atlantis takes Spot's imagination to the outer limits of human accomplishment.

SEE SPACE CHALLENGE

On a trip to the St. Louis Cardinals Hall of Fame, Spot celebrates the history of his hometown heroes. Go Cards!

SEE BASEBALL CHALLENGE



Since he can't fit inside a barrel, Spot had to find another way to experience Niagara Falls up close. That's easy to do with this rain poncho and a trip to Table Rock Visitors Center's main attraction: Niagara's Fury!

SEE NIAGARA CHALLENGE

After growing up in Africa, there's no better place to chill out than at SeaWorld's Antarctica: Empire of the Penguins. Dressing up makes him feel like one of the guys.

SEE POLAR CHALLENGE

DESIGN CHALLENGES

SELECT ONE

- **CORAL REEF CHALLENGE**

Billions of polyps have upped their game, and they're looking to create an entire polyp produced palace! Design the Coral Castle of their dreams!

- **CLYDESDALES CHALLENGE**

They say the grass is always greener...and the Clydesdales are begging for it! Design their new dream stables and pastures, as well as the visitor experience for their new home?

- **WATER PARK CHALLENGE**

Water parks today are always searching for new ways to excite & engage guests. Design the newest, wettest and craziest water attraction for the water park of the future.

- **SPACE CHALLENGE**

A new generation of space exploration demands the latest and greatest tools to unravel the galaxy's mysteries. Design a branded product line of Spot's space products, gadgets, and widgets for people to use as they venture into deep space.

- **BASEBALL CHALLENGE**

Spot's founding a League of His Own. Design a logo, uniform, and identity for this new All-Star team. Don't forget to let us know where this team is located, and how the brand reflects the local community.

- **NIAGARA CHALLENGE**

Helicopters, ships, and even barrels—many have tried to invent the perfect way to experience Niagara Falls, but no one's gotten it just right. Can you design the best vehicle to feel the thunder?

- **POLAR CHALLENGE**

Have you ever tried to run an extension cord to Palmer Station in Antarctica? Didn't think so. Spot's looking to set up operations at the South Pole, and he needs your help. Design a state-of-the-art solar-powered base station, for future explorer teams.

A FEW DESIGN RULES

(THERE ARE ALWAYS RULES)

REQUIRED SUBMISSION MATERIALS

- Select ONE of Spot's Design Challenges.
- Submit a MINIMUM of 3 digital images or a 4 minute (MAXIMUM) video showcasing your design.
 - Submissions can be photographic compositions, models, sketches, drawings, renderings, paintings, sculptures, storyboards, video...basically anything that conveys your design prowess and showcases the guest experience.
 - Any images you use in your submission must be yours or in the public realm. No one wants to find a copyright infringement letter from Getty Images taped to their dorm room door after a long day of studio.
 - No matter the medium selected, only digital images or video of final product will be considered. Total emailed file size cannot exceed 10 MB. Links to host websites are allowed. No mailed submissions will be accepted, nor will they be returned to the applicant. They will get recycled, which means you at least did something for the Earth!
- Submissions must be accompanied by a 300-word (MAXIMUM) story about the project.
 - By 'story', we don't mean an explanation of what you designed. Hopefully your visuals will show that part off.
 - Use the 300 words to TELL A STORY that showcases:
 - *How your design impacts the guest experience.*
 - *Why your design is a perfect solution to the challenge.*
- Paper Doll Spot is for your creative mind and enjoyment. Please do not include him in your submission.
- Also include the following information with your submission:
 - Name
 - School
 - Major
 - Graduation date
 - Resume
 - Phone
 - Email
 - How you found out about the Scholarship
 - Identify your Challenge selection
- Submit your design and any questions to **SPOT@PGAV.COM**
- One submission per student. No group projects or multiple applicants on one submission. Come on, you don't need those people dragging you down, do you?
- Cheaters never prosper (and your mom wouldn't be proud), so all images must be your own original work or composition.
- Scholarship entrants can only win once (Come on Aly, give everyone else a shot).
- All entries must be received by May 31, 2014.
- Scholarship recipient will be notified on June 13, 2014 by email.

A FEW DESIGN RULES

(CONTINUED)

REWARD

A TRIP FOR YOU AND A FRIEND TO YOUR CHOICE OF ONE OF FIVE PGAV DESIGNED DESTINATIONS!

Airfare for two

Hotel – One room for 2 nights

Rental car

Food, gas, & entertainment stipend

Admission to destination

PGAV-DESIGNED DESTINATION OPTIONS

- **DISCOVERY COVE, ORLANDO, FL** Imagine a place where you and your family can swim with dolphins, wade with mysterious rays, snorkel among thousands of tropical fish, and safely come eye-to-eye with sharks and barracuda!
- **KENNEDY SPACE CENTER, CAPE CANAVERAL, FL** NASA's launch headquarters is the only place on Earth where you can tour launch areas, meet a veteran astronaut, see giant rockets, train in spaceflight simulators, and even view a launch.
- **NIAGARA FALLS, ONTARIO CANADA** The roar of the Falls welcomes you to one of the world's most incredible natural wonders, long before you even see them. Have a blast on the state-of-the-art Niagara's Fury ride, and enjoy the delightful shopping and dining surrounding The Falls. (Note: both the scholarship recipient and accompanying friend are required to have passports prior to selecting this destination.)
- **BUSCH GARDENS, WILLIAMSBURG, VA** England, Scotland, Ireland, France, Germany, and Italy serve as the setting for Busch Gardens. The park carefully depicts each detail from quaint cobblestone streets and building facades to designer landscapes and beautiful statuary with one-of-a-kind rides, shows, dining, and shopping.
- **GEORGIA AQUARIUM, ATLANTA, GA** This destination not only holds the title of the world's largest aquarium, it allows you to catch a rare glimpse of two of the ocean's largest creatures (whale sharks and manta rays), enjoy a magical dolphin show, view belugas and penguins up close, and explore many other exciting aquatic exhibits.

A FEW DESIGN RULES

(CONTINUED)

ELIGIBILITY AND LIMITATIONS

- Must be enrolled as a full-time student at a US university.
- Scholarship recipient and accompanying friend must depart to their destination of choice from within the Continental US.
- **Publicity** By participating, where allowed by law, all participants and scholarship recipients grant PGAV exclusive permission to use their names, submissions, characters, photographs, voices, and likenesses in connection with promotion of this and other scholarships and waive any claims to royalty, right, or remuneration for such use. By participating in the Scholarship, where allowed by law, participants agree that PGAV may disclose personal information obtained from participants in the Scholarship to third parties and use such information for marketing and other purposes.
- **Release** By participating in the Scholarship, each participant and scholarship recipient waives any and all claims of liability against PGAV, its employees and agents, the Scholarship's sponsors and their respective employees and agents, for any personal injury or loss which may occur from the conduct of, or participation in, the Scholarship, or from the use of any prize. The selected recipient must sign a release.
- **Conduct and Decisions** By participating in the Scholarship, participants agree to be bound by the decisions of Company personnel. Persons who violate any rule, gain unfair advantage in participating in the Scholarship, or obtain winner status using fraudulent means will be disqualified. Unsportsmanlike, disruptive, annoying, harassing or threatening behavior is prohibited. PGAV will interpret these rules and resolve any disputes, conflicting claims or ambiguities concerning the rules or the Scholarship and PGAV's decisions concerning such disputes shall be final. If the conduct or outcome of the Scholarship is affected by human error, any mechanical malfunctions or failures of any kind, intentional interference or any event beyond the control of PGAV, PGAV reserves the right to terminate this Scholarship, or make such other decisions regarding the outcome as PGAV deems appropriate. All decisions will be made by PGAV and are final. PGAV may waive any of these rules in its sole discretion.