



***CONDUCTING YOUR 2009
ARTHUR ASHE ESSAY AND ART CONTEST***



*“From what we get,
we make a living;
what we give, however,
makes a life.”*

***HOW TO ORGANIZE YOUR NJTL PARTICIPANTS TO TAKE
PART IN THE NATIONAL ARTHUR ASHE ESSAY AND ART
CONTEST.***

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INTRODUCTION

This booklet is an organizational tool for you, as the NJTL program leader, to coordinate running the Arthur Ashe Essay and Art Contest in your off-court tennis programming.

Many NJTLs participate in the Contest and find that this is an exciting and educational way to get their children involved and learning about Arthur Ashe. But for those NJTLs that are not sure how to get started or want to augment the educational component to their program, holding the Contest may be a daunting task. This handout is designed to give step by step pointers on how to make the experience enjoyable and beneficial for all.

Enclosed you will find strategies for organizing the kids, the official Contest application form, the full rules and guidelines for NJTL program leaders holding the Contest, a book list of related biographical information on Arthur Ashe, important deadlines, and more.

USTA/ NJTL encourages all NJTL chapters and programs to participate in this National contest by having as many of their NJTL participants submit entries. Ten (10) national essay winners from all age categories, along with one parent or guardian, will be selected and awarded a trip to New York (Aug. 28-30) and will be guests at the 2009 Arthur Ashe Kids' Day presented by Hess on Aug. 29. Eight (8) national art winners from two of the age categories will each receive a plaque from USTA/NJTL (ARV: \$25.00 USD each). All essays and artwork will be judged on skill and talent by the Sections and the USTA/ NJTL National subcommittee.

Our goal is to make youngsters around the country aware of the legacy of Arthur Ashe and his importance to the mission of NJTL.

NJTL MISSION STATEMENT

The National Junior Tennis League (NJTL) seeks to develop the character of young people through tennis and to emphasize the ideals of Arthur Ashe by:

- *Reaching out to those who may not otherwise have the opportunity to play the sport.*
- *Instilling in youngsters the values of leadership and academic excellence.*
- *Giving youngsters the opportunity to fully develop their tennis skills so they can derive a lifetime of enjoyment from the sport.*

CONTEST VISION

Ashe was one of tennis's greatest ambassadors both on and off the court. In addition to winning 33 career titles, Ashe worked tirelessly to eliminate racism and poverty around the world. Arthur Ashe lived an exemplary life, donating his time to underprivileged youngsters of all backgrounds and to growing the game of tennis.

USTA/NJTL honors his legacy through this annual contest by encouraging kids to learn, write, draw, and explore why Arthur Ashe's legacy of humanitarianism lives on. Each year NJTL participants are asked to respond to a different question about Arthur Ashe. Typically, they are asked to write or draw their response to the question and include examples of how they relate to Arthur Ashe.

The 2009 question for NJTL participants is:

Write or draw about what this Arthur Ashe quote means to you. Include examples from Ashe's life and your own.

"FROM WHAT WE GET, WE MAKE A LIVING; WHAT WE GIVE, HOWEVER, MAKES A LIFE."

EXPLAINING THE NJTL MISSION AND THE ARTHUR ASHE ESSAY AND ART CONTEST VISION

<i>SCHOOL/ AGE LEVEL</i>	<i>TACTIC</i>	<i>EXAMPLE</i>
Elementary (Ages 6-10)	Keep it simple (2-3 sentences)	NJTL uses tennis to show people the good things Arthur Ashe did in tennis and in his everyday life. The essay contest is a way for everyone in NJTL to show what they have learned about Arthur Ashe.
Middle School (Ages 11-13)	Relate the NJTL mission to the Essay Contest vision	By learning about how Arthur Ashe lived his life, kids in NJTL can learn how NJTL helps all children to be able to play tennis, become good at sports and good citizens, and to be the best tennis players they can be.
High School (Ages 14-18)	Discuss how the NJTL mission is related to the Essay Contest vision	Relate Ashe's fight against racism and poverty to NJTL's goal of bringing tennis to those who would otherwise not have an opportunity to play.

INTRODUCE ARTHUR ASHE

Show the video *Arthur Ashe: Citizen of the World*. This HBO Sports presentation (available at the library or any video retailer) and the Run Athletics adaptation of this video (sent to each NJTL) shows Arthur Ashe's life as both a tennis star and as a human rights advocate. The documentary includes tributes to Ashe from several of his friends and admirers. The video may be shown during an assembly, class, after school program or rainy day, but it should be viewed by the youngsters **before** they write their essays. The USTA may be able to provide you a copy of these videos; email njtl@usta.com for availability.

Read up! Following is a suggested reading list of books about Arthur Ashe. The books are listed by age group and can be used along with or in place of the video for background on Arthur Ashe. The book(s) should be read by the youngsters **before** they write their essays.

Grade 1-5

Dexter, Robin -- *Young Arthur Ashe: Brave Champion*

Moutoussamy-Ashe, Jeanne -- *Daddy and me: a photo story of Arthur Ashe and his daughter, Camera*

Spence, Jim -- *Arthur Ashe, Tennis Legend*

Quackenbush, Robert M. -- *Arthur Ashe and His Match With History*

Grade 6-8

Collins, David R. -- *Arthur Ashe: Against the Wind*

Moutoussamy-Ashe, Jeanne -- *Good Works: the Arthur Ashe Legacy (The Arthur Ashe Foundation / Sports Illustrated publication)*

Grade 9-12

Kallen, Stuart A. -- *Arthur Ashe: Champion of Dreams and Motion*

Ashe, Arthur -- *Days of Grace: A Memoir*

INTRODUCE ARTHUR ASHE, CONT...

Use the power of the internet. There are a variety of websites dedicated to Arthur Ashe. Review these sites, share the information with your kids, or direct them to do their own internet research.

<http://www.arthurashe.org/>

<http://cmgww.com/sports/ashe/>

<http://sportsillustrated.cnn.com/tennis/features/1997/arthurashe/biography.html>

Encourage your kids to use all of these mediums as methods of research. Teach them that learning about the subject is the first step to prepare for any project.

Review the quote:

***"FROM WHAT WE GET, WE MAKE A LIVING; WHAT WE GIVE,
HOWEVER, MAKES A LIFE."***

Convey the importance of extrapolating the important information from what they have learned about Ashe and using their own words to interpret the meaning of the quote. How they tell Ashe's story should be from their own perspective.

GIVE/DISCUSS KEY POINTS

You can discuss key points of Ashe's life to ensure everyone understands the meaning of the video, what they read in their book(s), and generally what they have learned.

Here are a few examples of key points:

- Arthur Ashe was a great tennis player and a great man.
- Ashe was an ambassador of many things.
- Arthur Ashe fought against discrimination in tennis and throughout the world.
- Ashe used his celebrity as a tennis champion to call attention to racism, poverty, and AIDS awareness.
- Arthur Ashe cared a lot about helping children everywhere to use tennis as a way to improve their lives.

CREATE AN OUTLINE

This is the chance for Questions & Answers. Have the participants write down the key point(s), leaving space for specific examples. Discuss these key points as a group, listing examples from what they have learned. Or if a book or books were read, the group can discuss specific examples from the book(s) for each key point.

Another option is to discuss the key points as a group, but allow each participant to list their own examples as homework. These outlines will be the basis of the essays that each person writes in their own words.

<i>SCHOOL LEVEL</i>	<i>KEY POINTS</i>	<i>EXAMPLES</i>
Elementary (Ages 6-10)	Discuss 1 key point	Have the group list 1-2 specific examples from the video or book for each key point
Middle School (Ages 11-13)	Discuss 1-3 key points	Have the group list 1-3 specific examples from the video or book(s) for each key point
High School (Ages 14-18)	Discuss 3-5 key points	Allow the group to list as many examples as they can from the video or book(s) for each key point

WRITING THE ESSAY AND PREPARING THE ARTWORK

Option 1: In-Program

Have the kids use the outlines they created to write their essays during program hours. Be sure to stress that the actual essay should be in their own words and **must be 300 words or less on one written 8.5”x 11” page.**

Option 2: At-Home

Have the kids take the outline and the application form home and write their essays on their own time. Be sure to give a **specific** deadline for when the essays should be returned to you and allow enough time during the program to answer any additional questions that might come up. Be sure to stress that the actual essay should be in their own words and **must be 300 words or less on one written 8.5”x 11” page.**

Option 3: Art

For those kids that are 12 and under, it is often easier for them to express themselves with pictures. Younger NJTL participants may submit artwork as a response to the question/quote. Artwork must be flat and no larger than one 11” x 14” page.

In all cases, submissions will not be returned. The participant or you may make copies before submitting to the USTA.

REVIEWING THE APPLICATION AND PROCESS

- Copy the official application and application rules provided at the end of this handout. Or download a copy of the contest form at www.usta.com/njtl.
- Make sure each applicant receives a copy of the application and the Official Contest Rules.
- Explain the rules and prizes (include program and/or section prizes if applicable). Key highlights:
 - All applicants must participate at a registered NJTL
 - Each submission must include an entry form signed by a parent or legal guardian.
 - Participants 18 and under may write an essay. Participants 12 and under may participate in the art contest.
 - One submission per entrant, they must decide if they are submitting for essay or art.
 - Essays must be 300 words or less on one written 8.5" x 11" page
 - Art submissions must be flat and no larger than one 11" x 14" page
 - Each submission should have the participant's name, date of birth, NJTL chapter name and/or NJTL ID#, address, and phone number written on the back.
 - Participants must submit their pieces to the NJTL leader no later than June 26, 2009 (chapter leaders must collect, organize materials, and send the materials to the USTA to be received no later than July 10).
- Restate the NJTL mission and the Arthur Ashe Essay and Art Contest Vision, and answer any remaining questions about the contest rules.

COLLECTING & SENDING THE ESSAYS AND ART

Timing

Leave yourself enough time to:

- **Review the Length** - essays must be 300 words or less on one written 8.5" x 11" page. Artwork must be flat and no larger than one 11" x 14" page.
- **Verify the Consent** - the application information must be completed and signed by each participant's parent or legal guardian. Incomplete applications will be disqualified and the accompanying essays will not be read.
- **Organize the Submissions** - Art and Essay submissions must be separated and each bundled by age group. The total number of essays and art submissions should be clearly noted on the top page of the bundle.

Mailing to National

The NJTL chapter leader should send all of the submissions to the USTA National office. All submission must be received by 5:00PM ET, July 10, 2009.

Send to:

USTA/NJTL

Arthur Ashe Essay and Art Contest

70 West Red Oak Lane

White Plains, NY 10604

Submissions received after July 10, 2009 will be disqualified.

You should discuss any additional deadlines with your Section if you plan to do a program-wide or Section contest (best essay, most essays received from a program, most programs participating in a district, etc.) These contests should be held before the July 10th deadline so that you can make your selections before you mail the essays to the USTA National office.

IMPORTANT DATES

June 26 th	All submissions due from NJTL participants to NJTL Chapter leader.
June 30 th	Choose and award any program/district/ Section contest winners.
July 1 st -July 8 th	Mail all essays to National office.
July 10 th	Deadline to receive all submissions at the National office. All submissions received after July 10 th will be disqualified. National tallies all essays and forwards them to their respective Sections.
July 15 th - July 22 nd	Sections choose 10 Sectional winners to enter in National contest.
July 22 nd - July 28 th	National Subcommittee selects the 10 National winners to attend the Essay Contest all expense paid weekend in New York, NY from August 28-30.
July 29 th – Aug. 3 rd	Winners notified by Subcommittee Chair.
Aug. 7 th	Email will be sent to the 10 National winners' program leaders and Section staff.



THE 2009 ARTHUR ASHE ESSAY AND ART CONTEST

ENTER AND YOU COULD WIN A TRIP TO NEW YORK CITY FOR ARTHUR ASHE KIDS' DAY!



ARTHUR ASHE (1943—1993)
NJTL Co-Founder

Arthur Ashe was an American hero fighting battles both on and off the court. In his life, he broke barriers in the tennis world, becoming a three time grand slam champion, and the first African American male to win a grand slam tournament. Off the court, he was a social activist taking on issues like racial prejudice, AIDS, apartheid, and youth education. One of his many legacies includes the National Junior Tennis League

("NJTL"), a network of youth serving organizations that provides tennis and education for all. His wish was for NJTL to be a resource for kids to develop skills for leadership and academic excellence. As a participant at one of the 550 NJTLs across the United States, we want to hear what Arthur Ashe means to you.

If you are an NJTL participant, then write or draw about what this Arthur Ashe quote means to you. Include examples from Ashe's life and your own.

"FROM WHAT WE GET, WE MAKE A LIVING; WHAT WE GIVE, HOWEVER, MAKES A LIFE."

WRITE AND YOU COULD WIN (open to all contestants ages 18 and under participating in an NJTL program): Contestants will compete in one of the five age categories listed below. Write what the Arthur Ashe quote "From what we get, we make a living; what we give, however, makes a life." means to you in 300 words or less on one written 8.5" x 11" page or less and you could be one of ten (10) national winners who win a trip for you and a parent/legal guardian to New York City. Be a VIP at Arthur Ashe Kids' Day presented by Hess, attend a professional sporting event, see a Broadway show and receive a special award at a luncheon held in your honor. Essays must be in English and will not be returned.

DRAW AND YOU COULD WIN (open to all contestants ages 12 and under participating in an NJTL program): Contestants will compete in one of two age categories listed below. Draw a picture or create artwork of what the Arthur Ashe quote "From what we get, we make a living; what we give, however, makes a life." means to you and you could be one of eight (8) national winners to win an award in your honor. Be creative, but artwork must be flat and no larger than 11" x 14". Artwork must be in English and will not be returned.

Eligibility: To participate in the Contest, you must be 18 years of age or younger, a legal resident of the 50 United States and/or D.C, and be participating in a program sponsored by your local NJTL Program/Chapter any time between January 6, 2009 and 5:00PM ET on June 26, 2009. Visit www.usta.com/njtl for more information.

Prizes: Ten (10) national essay winners (1 boy and 1 girl from one of 5 age categories: 10 and younger; 11 and 12 year olds; 13 and 14 year olds; 15 and 16 year olds; and 17 and 18 year olds), along with one parent or guardian, will be awarded a trip to New York (Aug. 28-30) and will be guests at the 2009 Arthur Ashe Kids' Day presented by Hess on Aug. 29 (ARV: \$1,600.00 USD each). Eight (8) national art winners (2 boys and 2 girls from each of the 2 age categories: 10 and under; and 11 and 12) will each receive a plaque from USTA/NJTL (ARV: \$25.00 USD each).

Deadline: Submissions, along with completed entry form, must be mailed or hand delivered to your local NJTL Program/Chapter. For a list of all NJTL Programs/Chapters and their addresses visit www.usta.com/njtl. **Entries must be received by the NJTL chapter/program no later than 5:00PM ET on June 26, 2009.** NJTL Chapter and Program leaders are responsible for submitting all entries to the USTA National Office no later than 5:00PM ET July 10, 2009 (Arthur Ashe's Birthday).

SEE REVERSE SIDE FOR COMPLETE RULES OR VISIT WWW.USTA.COM/AECC

ARTHUR ASHE ESSAY AND ART CONTEST ENTRY FORM (PRINT CLEARLY)

First Name _____ Last Name _____

Boy _____ Girl _____ Birth Date _____

Address _____

City _____ State _____ Zip _____

Phone (area code) _____ - _____

NJTL Chapter/Program Name _____ NJTL ID# _____

Age Group (Circle one)

Girls	10 and under	11/12	13/14	15/16	17/18
Boys	10 and under	11/12	13/14	15/16	17/18

Submitting (Check one):

- Essay
- Art

Parent/Guardian Signature _____ Date _____

As the legal guardian of the participant, I acknowledge that I have read, understand and agree to the Official Contest Rules. (Not checking this box may lead to disqualification of entry. The entire Official Contest Rules can be downloaded at www.usta.com/aacc.)



OFFICIAL CONTEST RULES 2009 ARTHUR ASHE ESSAY AND ART CONTEST

THIS IS A SKILL CONTEST, NOT A SWEEPSTAKES. NO PURCHASE NECESSARY TO ENTER OR WIN.

ELIGIBILITY. Contest open to boys and girls who (a) at time of entry are 18 years of age and younger and legal residents of the 50 United States and the District of Columbia and (b) who are, participating in a program sponsored by their local NJTL Chapter between 12:01AM ET January 6, 2009 and 5:00PM ET June 26, 2009. To determine your local NJTL chapter, visit the "Locate an NJTL" function at www.usta.com/njtl. Employees, officers, directors and volunteers of the United States Tennis Association Incorporated (the "USTA"), the USTA/NJTL, the USTA National Tennis Center Incorporated, the US Open, and their respective parent companies, subsidiaries, and affiliates, and anyone involved in the Contest's development or execution, the immediate families (meaning spouse, parents, siblings, children and each of their spouses) and members of the households of any such employee, officer, director, volunteer or person, are not eligible.

CONTENT AND FORMAT OF SUBMISSION. Write an essay of 300 words or less (typed or handwritten) on one 8 1/2" x 11" sheet of paper about what this quote means to you, "From what we get, we make a living; what we give, however, makes a life." Or for ages 12 and younger, submit flat, two-dimensional artwork limited to 11" x 14" answering the same question. No one may assist you and no one other than you may contribute to the content of your essay or artwork. Essays and artwork may not, as determined by the USTA in its sole discretion, include unlawful, threatening, libelous, defamatory, obscene, inappropriate or profane material, material that violates the intellectual property, privacy or other rights of third parties, or material that otherwise violates these Official Contest Rules. In submitting your essay or artwork, you represent and warrant (as does your parent / legal guardian) that your essay or artwork is original, that no one has assisted you in creating your essay or artwork, that you own all rights to the essay or artwork you have submitted, and that the USTA's use of the essay or artwork, or any part of the same, will not infringe upon the rights of any third party. All entries must be in English. Although the Contest Entry Form is available in Spanish, Spanish language entries are not eligible to win and will be disqualified.

HOW TO ENTER. Visit your local USTA/NJTL chapter to obtain a Contest Entry form or visit www.usta.com/aec where you can print out a copy of the Contest Entry Form. You must complete the Contest Entry Form and have it signed by your parent or legal guardian. In addition, the following must appear on the back of your essay or artwork: your name, address, date of birth, telephone number, and name of participating NJTL Chapter or Program. You must mail in your properly labeled essay or artwork along with a completed and signed Contest Entry Form, or deliver the same in person, to your local NJTL Program/Chapter. The addresses of all NJTL Programs/Chapters can be found at www.usta.com/njtl. Entries must be received by the NJTL Chapter/Program no later than 5:00PM ET on June 26, 2009. Limit one entry per person.

WINNERS. The USTA/NJTL Arthur Ashe Essay and Art Contest Subcommittee will judge all essay submissions and all artwork submissions, and select (a) one (1) boy and one (1) girl from each of five (5) age groups as essay winners for a total of ten (10) essay winners; and (b) two (2) boys and two (2) girls from each of the two (2) age groups as art winners for a total of eight (8) artwork winners. The age groups for the essay prizes are as follows: (i) 10 and younger; (ii) 11 and 12; (iii) 13 and 14; (iv) 15 and 16; and (v) 17 and 18. The age groups for the art work prizes are as follows: (i) 10 and under; and (ii) 11 and 12. Essays and art will be judged based on the following criteria: (i) knowledge of Arthur Ashe; (ii) message clarity; (iii) quality of expression; and (iv) creative style. Each of the criteria will be given equal weight. Ties will be broken by the judges who shall select the entry that best meets criteria ii (message clarity). All decisions by the USTA and the judges will be final and binding in all respects. Selected contestants will be notified by telephone and/

or mail and confirmed winners in accordance with these Official Contest Rules. Selected contestants will be asked to sign an Affidavit of Eligibility and Release and may be asked to provide proof of age, residency, parenthood/guardianship. If prize/prize notification is returned as undeliverable, requisite release and documentation suitable to the USTA are not provided, or a selected contestant is unable to accept prize, prize will be forfeited and the contestant that has submitted the next best submission of the same type (i.e. essay in the same age/gender category; artwork) will be selected as an alternate winner in accordance with these Official Contest Rules. The USTA further reserves the right to disqualify any selected contestant whose behavior, past or present, the USTA, in its sole discretion, deems to be inappropriate or an embarrassment to the USTA.

PRIZES/APPROXIMATE RETAIL VALUE. Ten (10) national essay and eight (8) national art winners will be selected. Each essay contest prize winner shall receive the following: A trip to New York City for winner and a parent/legal guardian from August 28-30, 2009 consisting of: attendance at the 2009 Arthur Ashe Kids' Day presented by Hess at the US Open on August 29, 2009; roundtrip coach air transportation purchased no less than twenty-one (21) days in advance for winner and a parent or legal guardian from a major commercial airport near winner's residence to New York (if winner lives within a 100 mile radius of New York City, round trip ground transportation provided by the USTA may be substituted for roundtrip airfare); 3 days/2 nights at the Grand Hyatt New York (one standard room, double occupancy); five (5) meals; two (2) tickets to a professional sporting event; two (2) tickets to a Broadway show; and luncheon where winners will receive awards. Approximate Retail Value ("ARV") of each essay prize trip is \$1,600.00 USD, but the actual retail value will depend on place of residence of each winner. Each essay contest winner and his/her parent/guardian must travel together at times requested by the USTA and have all requisite travel documentation. All details of trip, including, airline, hotel, meals, ground transportation, sporting event and Broadway show are to be determined by the USTA in its sole discretion. Each art contest winner will receive a plaque in their honor. ARV or each artwork contest prize is \$25.00 USD. Each winner is solely responsible for all other expenses not specifically set forth herein, including, without limitation, taxes, gratuities, spending money, insurance and any other incidentals. No prize substitution or cash equivalent of prize will be given for any reason except at the USTA's sole discretion due to prize unavailability, and then only for a prize of equal or greater value. Limit one prize per individual, family or household.

RELEASES. By participating, each contestant and his/her parent/guardian (on behalf of himself/herself and contestant), releases, indemnifies and holds harmless USTA/NJTL, the United States Tennis Association Incorporated, ("USTA") the USTA National Tennis Center Incorporated, the US Open, the City of New York, and their respective parent companies, subsidiaries, affiliates, dealers, and all others involved in the Contest's development or execution and each of their respective owners, principals, shareholders, directors, officers, volunteers, employees, agents, contractors and representatives (collectively the "Released Parties") from any and all liability for any injuries, losses or damages of any kind related to or arising from (i) participation in the Contest; (ii) acceptance, possession, use and/or misuse of any prize; (iii) the Released Parties' review and use of the contestant's entry or Likeness (defined below), except where prohibited by law; and/or (iv) third party claims relating to the representations and warranties being made in connection with the contestant's entry. By entering and submitting an essay or artwork, each contestant and his/her parent/legal guardian (on behalf of himself/herself and contestant) (a) waives his/her rights in the essay or artwork and assigns all rights, title and interest in and to the essay or artwork, including, copyrights, to the USTA; (b) acknowledges and agrees that the USTA, as owner, has the exclusive, unrestricted, perpetual, royalty-free, worldwide, freely-assignable

and irrevocable right, but not the obligation, to use, edit, alter, copy, reproduce, license, sell, rent, disclose, display, publish, prepare derivative works from, perform, distribute, exhibit, broadcast, or otherwise exploit the entry, in whole or in part, in any form or media, now known or hereafter developed, including, without limitation, broadcast television, radio and the Internet, for any purpose whatsoever, without any payment to, or further authorization by, the contestant or his/her parent/legal guardian; (c) acknowledges and agrees that the Released Parties have the unrestricted, irrevocable right, but not the obligation, to use contestant's name, address, photograph, picture, likeness, moving image, voice, biographical material, personal information, and any performance on contestant's part, whether in their original form or as altered, edited, lifted or reproduced by the Released Parties (collectively, "your Likeness"), in perpetuity throughout the world, whether in connection with the Contest or not, in any and all media (including broadcast television, radio and the Internet) now existing or hereafter discovered or developed, for any and all purposes including, without limitation, advertising, promotion, entertainment and commercial purposes, without any payment to, or further authorization by, the contestant or his/her parent/legal guardian, except where prohibited by law; and (d) agrees to execute such further documents and instruments and take any further acts as the USTA may reasonably request in order to effectuate these terms.

GENERAL CONDITIONS. The costs incurred in creating and submitting a contest entry will not be reimbursed by the USTA or anyone else. No monetary compensation, payments, residuals or use fees will be made to contestants with respect to the USTA's use of their essay or artwork. By submitting an essay or artwork, each contestant and his/her parent or legal guardian agree to abide by these Official Contest Rules. The USTA reserves the right permanently to disqualify from this Contest any person it believes has violated these Official Contest Rules. Contest subject to all applicable Federal, state and local laws and regulations. The USTA reserves the right, in its sole discretion, to withdraw or amend this Contest in any way, at any time, and without notice if contest tampering, technical difficulties or any other matter interferes with the Contest. The Released Parties assume no responsibility for (i) lost, late, stolen, illegible, incomplete, damaged, postage due, misdirected, misplaced or mutilated entries; (ii) lost, interrupted, failed or unavailable network, server or other connections or transmissions; or (iii) other errors or problems of any kind, whether mechanical, electronic, human or otherwise. All entries become the property of the USTA and none will be acknowledged or returned.

DATA COLLECTION. All personal information submitted in relation to the Contest will be handled in accordance with applicable privacy laws and the privacy policy of the USTA/NJTL which may be found at <http://www.usta.com/USTA/Home/Site%20Services/Privacy%20Policy.aspx>. Your personal information will only be used in connection with the Contest and as provided for in these Contest Rules.

WINNERS' LIST. The names of all winners will be posted online at www.usta.com/njtl by September 14, 2009.

SPONSOR. USTA/NJTL, 70 West Red Oak Lane, White Plains, NY 10604. Visit www.usta.com/njtl for more information.



***POLICIES AND PROCEDURES FOR CHAPTERS
AND PROGRAMS
ADMINISTERING THE NJTL 2009 ARTHUR
ASHE ESSAY AND ART CONTEST***

NJTL Chapters and Programs administering the Arthur Ashe Essay and Art Contest in their curriculum must abide by the following Policies and Procedures when submitting entries to the USTA National Office:

START/END DATES: Contest officially begins at 12:01 AM ET, January 6, 2009. Mail-in entries must be received by your office on or before 5:00 PM ET on June 26, 2009. Any entry that does not meet these requirements will be disqualified by the USTA National Office. Please submit to the USTA National Office all late entries in their unopened, date stamped envelopes.

ESSAY CONTEST ELIGIBILITY: Contest only open to boys and girls who (a) at time of entry are 18 years of age and younger and legal residents of the 50 United States and the District of Columbia; and (b) who are participating in a program sponsored by their local NJTL Program or Chapter between January 1, 2009 and 5:00PM ET June 26, 2009. Employees, officers, directors and volunteers of the United States Tennis Association Incorporated (the “USTA”), the USTA/NJTL, the USTA National Tennis Center Incorporated, the US Open Series, LLC, and their respective parent companies, subsidiaries, and affiliates, and anyone involved in the Contest’s development or execution, the immediate families of any such employee, officer, director, volunteer or person (meaning spouse, parents, siblings, children and each of their spouses) and members of the households of any such employee, officer, director or person, are not eligible. On the Contest Entry Form, each entrant must get written permission from a parent or legal guardian to enter the Contest. Any entrant that does not meet all these requirements will be disqualified by the USTA National Office.

ART CONTEST ELIGIBILITY: Art Contest only open to boys and girls who (a) at time of entry are 12 years of age and younger and legal residents of the 50 United States and the District of Columbia; and (b) who are participating in a program sponsored by their local NJTL Program or Chapter between January 1, 2009 and 5:00 PM ET June 26, 2009. Employees, officers, directors and volunteers of the United States Tennis Association Incorporated (the “USTA”), the USTA/NJTL, the USTA National Tennis Center Incorporated, the US Open Series, LLC, and their respective parent companies, subsidiaries, and affiliates, and anyone involved in the Contest’s development or execution, the immediate families of any such employee, officer, director, volunteer or person (meaning spouse, parents, siblings, children and each of their spouses) and members of the households of any such employee, officer, director or person, are not eligible. On the Contest Entry Form, each entrant must get written permission from a parent or legal guardian to enter the Contest. Any entrant that does not meet all these requirements will be disqualified by the USTA National Office.

DISCLOSURE OF “OFFICIAL CONTEST RULES”: Each NJTL Chapter or Program Leader must review and explain the “Official Contest Rules” to their participants and ensure that the parents/legal guardians have access to the “Official Contest Rules.” On each Contest Entry Form, the NJTL Chapter or Program leader must also receive a written acknowledgement by the parent/legal guardian of each participant that they have reviewed, understood and agree to the Official Contest Rules. The failure of a parent/legal guardian to sign a participant’s Contest Entry Form in this manner will result in disqualification. The “Official Contest Rules” can be viewed at www.usta.com/aaec. Please print out copies of the Official Contest Rules and Contest Entry Form and always keep a sufficient quantity on hand to share with entrants and potential entrants.

SUBMITTED ENTRIES BY PARTICIPANTS: Participants must submit their essays and artwork through their NJTL Chapter or Program. All entries submitted to the NJTL Chapter or Program are eligible for consideration and must be forwarded to the USTA National Office. If a completed entry has been submitted to you as the local NJTL Chapter or Program leader, then you in good faith must forward that entry along with all other completed entries to the National USTA office in accordance with these Policies and Procedures. No completed entries must be excluded or eliminated for any reason.

HOW TO SUBMIT ENTRIES FROM YOUR NJTL: All entries collected by the NJTL Chapter or Program leader must include a completed official entry form stapled to the essay or artwork. The author's name, date of birth, chapter name and/or NJTL ID#, address, and phone number written on the back of each submission in case the entry form gets separated from the submission. Entry forms can be downloaded at www.usta.com/aaec. Although Spanish language entry forms are available, submissions written in Spanish are ineligible.

All entry forms must be signed by the participant's party/legal guardian. NJTL Chapter or Program leaders must submit bundled essays by age group, then alphabetical order – all Girls 10 and under alphabetized, Boys 10 and under alphabetized, Girls 11/12 alphabetized, Boys 11/12 alphabetized, and so forth. The total number of essay and artwork submissions should be clearly noted on the top page of the bundle.

The USTA National Office must receive all entries from NJTL Chapters and Programs by 5:00PM ET on July 10, 2009 You must send all entries to:

**USTA/NJTL
Arthur Ashe Essay and Art Contest
70 W. Red Oak Lane
White Plains, NY 10604**

Late entries received past 5:00PM ET June 26, 2009 must be date stamped and remain sealed. All sealed late entries must be submitted to the USTA National Office by 5:00PM ET July 10, 2009.

Essay and Art submissions will not be returned to the NJTL Chapter/ Program or the participant. The chapter leader should make a copy of the essay or take a photo of the artwork for their records.

ENTRIES SENT TO THE USTA NATIONAL OFFICE: Participants who mail submissions directly to the USTA National Office (and not their local NJTL Program or Chapter) are subject to disqualification. However, should individual essays and artwork be received at the USTA National Office, the USTA National Office will make efforts to do one of the following:

Send the submission directly to the NJTL Chapter or Program Leader if NJTL

name is indicated

Return the submission to the participant with the address of the closest NJTL in their area.

WINNER SELECTION: The USTA/NJTL Arthur Ashe Essay and Art Contest Subcommittee will judge all essay submissions and all artwork submissions. For the Essay Contest, they will select one (1) boy and one (1) girl from each of the five (5) age groups, for a total of 10 National winners. The age groups for the essay prizes are as follows: (i) 10 and younger; (ii) 11 and 12; (iii) 13 and 14; (iv) 15 and 16; and (v) 17 and 18. For the Art Contest, they will select two (2) boys and two (2) girls from each of the two (2) age groups as art winners for a total of eight (8) National winners. The age groups for the art work prizes are as follows: (i) 10 and under; and (ii) 11 and 12. All submissions are eligible for Section awards.

WINNER NOTIFICATION: The USTA/NJTL will contact the ten (10) National essay contest winners by phone between July 24, 2009 and August 14, 2009. The eight (8) National art contest winners will be notified by phone or mail by September 14, 2009. Winners' names will be posted on www.usta.com/aec by September 14, 2009. The USTA/NJTL is not obligated to notify applicants that do not win.