



Dear Educator,

Our planet is our most precious resource, and its preservation depends on the environmental education and sustainable practices we instill in the children of today.

With this in mind, I am delighted to announce the commencement of the sixth year of BrandsMart USA's *Premio Verde Escolar*, an environmental campaign launched during our "Orgullo de Nuestra Juventud" campaign that seeks to recognize and reward the schools in the community whom it considers to have most uniquely and effectively implemented a "green" curriculum in the education of its students. Through this campaign, we will either be identifying and presenting the *Premio Verde Escolar* Grand Prize to one school in particular, or granting first and second place awards to the top two schools who have most successfully demonstrated an exceptional integration of environmentally-friendly school-wide activities and education efforts in their curriculums, aimed at educating our youth on the importance of conservation. The education provided in these curriculums should foster in students a strong love for their planet in the hopes that they may one day embrace the needs of our Earth and thus be willing to take the steps necessary to protect it.

Attached you will find the school nomination form for this awards campaign.

The **EXTENDED** deadline to submit your nomination is **Friday, March 24<sup>th</sup>, 2017**.

Thank you and best wishes!

Sincerely,  
Angela Ramos  
Director of Community Empowerment  
Univision 23



## RULES FOR UNIVISION 23 MIAMI 2017 "PREMIO VERDE ESCOLAR" AWARD

- PURPOSE:** UNIVISION 23 MIAMI AND BRANDSMART USA "PREMIO VERDE ESCOLAR" AWARD IS DESIGNED TO RECOGNIZE OUTSTANDING SCHOOLS WITHIN THE MIAMI-DADE AND BROWARD COUNTY AREA WHO PRACTICE EARTH-FRIENDLY OR ENVIRONMENTALLY-CONSCIOUS EFFORTS.
- ELIGIBILITY:** This award is open to schools who meet all of the following criteria:
- 1) Located in the greater South Florida area that receives the Univision 23 signal
  - 2) Public schools grades K-12
- HOW TO APPLY:** A school representative (Principle, Vice Principle, Teacher, or Counselor) can nominate his/her own school. Nominators must not be employees or agents, or immediate family of, nor reside in the same household with, employees or agents of (a) Univision, BrandsMart USA, or any of their respective parents or affiliates; and (b) persons who are engaged in the development, production, distribution of materials, or drawing of award recipients for this award.
- The application package must contain:
- 1) A legibly-completed Award Application
  - 2) Nominator's signature
  - 3) One (1) Nomination Essay. The essay must be prepared by the nominator. It must be typewritten and double-spaced on one 8.5" x 11" sheet of paper, and must include examples of how the school has demonstrated outstanding Eco-friendly activity based on the following criteria: resourcefulness and creative use of materials, innovation and originality, and project longevity. Also include any community outreach efforts you are aware of and/or any achievements awarded to the school for their environmentally-friendly efforts within the last [1/2] academic/calendar years.
- APPLICATION DEADLINE:** The application package must be postmarked **no later than Friday, March 24<sup>th</sup>, 2017 (EXTENDED DEADLINE) to:**
- Univision 23  
Brandsmart USA Premio Verde Escolar  
8551 N.W. 30th Terrace Doral, FL 33122**
- SELECTION:** During the month of March, Univision 23 Miami will review all completed application packages received. Assuming that Univision 23 Miami receives sufficient complete and eligible application packages, Univision and the award sponsors will select **EITHER** one Grand Prize Winner for a \$5,000 BrandsMart USA giftcard **OR** one First Place Winner for a \$4,000 BrandsMart USA giftcard and one Second Place Winner for a \$1,000 BrandsMart USA giftcard. The selection shall be based on the school's resourcefulness and creative use of materials, innovation and originality, and project longevity. Award recipients will be notified by phone and mail.
- AWARD:** To receive the award, the representative of the selected school:
- 1) Must sign releases and any other documents requested by Univision and/or award sponsors
  - 2) Must participate in Univision's preparation of a biographical piece on the school and/or any event requested by Univision that may be used to promote this award, Univision, and/or the award sponsors
  - 3) Have up to 30 days after notification to claim the award. Failure to submit any documents or participate as requested in this section will be interpreted as forfeiture by the award recipient of their school's right to receive the award, and thus the school will not receive the award and the Sponsor will select another recipient in accordance with these rules. The prize cannot be substituted for its equivalent in cash. At their sole discretion, the sponsors reserve the right to replace the award with any item or service of equal or greater value.

MISCELLANEOUS:

All nomination packages and materials will become the property of Univision and will not be returned. Univision will not be responsible for lost, stolen or misdirected entries. Mechanically reproduced, illegible, incomplete or inaccurate entries are void. Only one nomination is permitted per school. Univision and the sponsors' decisions regarding this award and the award recipients will be final and binding in all respects. Univision reserves the right to modify or terminate this award if fraud, technical failure, or any other factor beyond its reasonable control impairs the integrity of the award. If it is determined that a school selected as the recipient is ineligible, or its representative does not submit the requisite documents or participate as requested by Univision, it will be deemed as though said school has forfeited the award and Univision may, in its absolute discretion, select another award recipient. In its sole discretion, Univision may disqualify any person and his/her nomination whom it considers to have intentionally violated any element of this award. All taxes (federal, state, and local) are the sole responsibility of the award recipients, who may be required to complete tax forms. Award recipients agree that Univision may conduct the necessary withholding under law. By participating, nominators agree to: (a) be bound by the decisions of Univision and the sponsors, including but not limited to the decisions regarding the recipients, (b) release and hold harmless Univision and the sponsors, as well as their respective parents, affiliates, subsidiaries, directors, officers, employees, and agents, from any and all liability with respect to the acceptance, possession, and use (or misuse) of the award, or participation in the scholarship, and (c) grant a license to Univision to use, broadcast, and otherwise exploit the essay and submission materials without further notice or additional compensation.

I have carefully read the rules and completely understand the contents.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date





# PREMIO VERDE ESCOLAR 2017 NOMINATION FORM



School Name: \_\_\_\_\_

School Address: \_\_\_\_\_

School Phone #: \_\_\_\_\_ Principal's Name: \_\_\_\_\_

Principal's Contact Number: \_\_\_\_\_ Principal E-mail Address: \_\_\_\_\_

Describe the on-going "green" activities/curriculum being integrated and implemented in participating school:

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Describe how students have taken an active role in keeping the school eco-friendly:

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What kind of feedback has the school received from students and/or the community on the implemented "green" activities?

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Name and Title of Nominator: \_\_\_\_\_

Contact Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**EXTENDED Deadline for submission: POSTMARKED by Friday, March 24<sup>th</sup>, 2017. For more information, please call 305-487-5550.**

**Mail to:**

Brandsmart USA Premio Verde Escolar  
Univision 23, 8551 N.W. 30 Terrace Doral, FL 33122

\*Relatives of employees of Univision-23, Unimas, or any of the award sponsors are not eligible to participate and will be disqualified.