

my529 and the Utah System of Higher Education Present

# 2025 MAKE YOUR MARK BOOKMARK CONTEST



MAKE YOUR MARK BOOKMARK CONTEST

SEPTEMBER 1-30

Utah students in kindergarten through 12<sup>th</sup> grade,  
design a bookmark for a chance at a \$2,000 scholarship!

To enter:

1. Design your bookmark in the blank space to the right using the art medium of your choice.
2. Completely fill out and sign the student information box below.
3. Submit your entry to my529 by 11:59 p.m. MT, September 30, 2025.

Submit your entries via mail or WeTransfer, a free  
internet-based file transfer service.  
(See reverse side for details and official contest rules.)

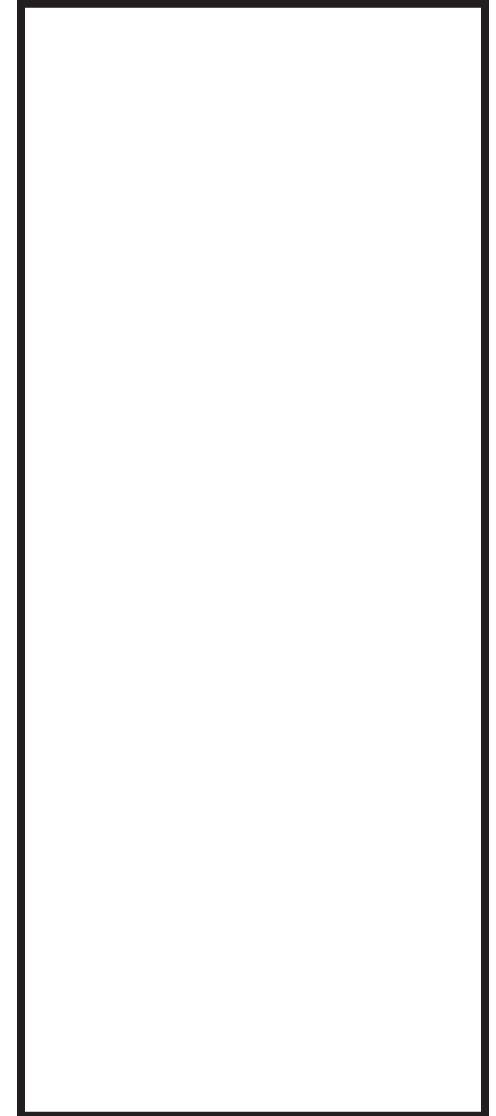
NO PURCHASE NECESSARY



my529.org | 800.418.2551

UTAH SYSTEM OF  
HIGHER EDUCATION

Student Information	
Must be complete to be considered	
Student Name	
School Name	School District
Grade	Age
Parent/Guardian Name	
Address	
City, State, ZIP Code	
Phone	
Parent/Guardian Email	
I agree to the official rules of the 2025 Make Your Mark Bookmark Contest.	
Student Signature	Date
I hereby certify that I am the parent or legal guardian of the Student, a minor child, and give my consent to the Student's participation in the 2025 Make Your Mark Bookmark Contest, and agree to the Official Contest Rules as noted on the reverse side.	
Parent/Guardian Signature	Date



Your bookmark  
design could  
be worth a  
\$2,000 my529  
scholarship!

# 2025 MAKE YOUR MARK BOOKMARK CONTEST: OFFICIAL CONTEST RULES



## How to Enter the Contest

- Submit your entries between September 1 and September 30, 2025. my529 and Utah System of Higher Education are not responsible for lost, misdirected or late-arriving mail.
- Bookmark designs must be submitted on the official my529 and Utah System of Higher Education entry form.
- All entries must be received by 11:59 p.m. MT, September 30, 2025.
- Entries can be submitted via mail or WeTransfer, a free internet-based file transfer service.

### Mail to:

my529  
2025 Make Your Mark Bookmark Contest  
PO Box 145100  
Salt Lake City, UT 84114-5100

### WeTransfer:

Visit [my529.wetransfer.com](https://my529.wetransfer.com).  
Add your entry form, email address and transfer file.  
Must be scanned at 300dpi and sent as a 8.5"x11" PDF.

**Judging and Scholarship Recipients.** A panel of judges will award each of eight students a \$2,000 my529 college savings scholarship account from my529 and the Utah System of Higher Education. Recipients are as follows:

- Two kindergarten through third-grade students.
- Two fourth- through sixth-grade students.
- Two seventh- through eighth-grade students.
- Two ninth- through 12th-grade students.

Recipients will be notified by telephone or email on or around October 31, 2025.

By participating in this contest, participants agree to be bound by these Official Contest Rules and the decisions of the judges and my529, which are final and binding in all respects.

### Eligibility.

 Contest participants must:

- Either be (1) enrolled in kindergarten through 12th grade at a Utah school, or (2) school-age students who are home-schooled in Utah.
- Have a valid U.S. Social Security Number or Taxpayer Identification Number.

The following are ineligible to enter the contest:

- Employees, directors and agents of the Utah Board of Higher Education, Utah Education Savings Board of Trustees, my529 and their respective affiliates, parents, subsidiaries and advertising agencies; and the immediate family members of all such persons (spouses, parents, siblings and children).
- Previous scholarship recipients of the Make Your Mark Bookmark Contest.

Participants are not required to own a my529 account to enter the contest.

**No Purchase Necessary.** There is no purchase necessary to enter or win.

**Restrictions.** Limit one entry per student. Each recipient may win only one scholarship account. The my529 scholarship account may not be used in conjunction with, or as a match for, any other my529 promotion.

**Ownership Rights.** Submitted bookmark designs and materials become the property of and shall be owned by my529 and will not be returned. All those creating or otherwise submitting designs and materials, including all students, and all parents/guardians of the same on their own behalf and on behalf of said students, including without limitation those signing the Official Entry Form, hereby assign all rights, title and interest in all submitted designs and materials, and all copyrights and other intellectual property rights and related goodwill in the same, to my529. Winning designs and materials may be copied, modified, published, printed, distributed, sold, displayed or used by my529, or its designees or assignees, without limitation.

**If you submit your bookmark online and it is selected as a winner, the original artwork will need to be mailed to my529.**

**Disclosure of Identifying Information.** A participant's first name, age, photo and school district may be displayed or used, without limitation, in my529's newsletters, online, on its websites (including [my529.org](https://my529.org)), in its social media initiatives, in its marketing and promotional materials, along with their artwork, as we determine. The participant and parents hereby consent to this use. Other personal information, such as a last name or a phone number, is used strictly for my529 internal purposes. By entering the contest, each participant acknowledges that the participant's mailing address and/or email address may be used by my529 for my529 notifications regarding the Make Your Mark Bookmark Contest.

### Disqualification. Entries will be disqualified if they:

- Are not submitted on the official entry form.
- Do not provide sufficient contact information.
- Contain material protected by copyright or trademark.
- Are not the original work of the submitting student.
- Are submitted by previous Make Your Mark . scholarship recipients.
- Are received after the deadline.
- Are created using AI.

**Information.** Scholarship accounts are designed so that the principal and any related earnings must be used for certain qualified education expenses at an eligible educational institution. Earnings, if any, will not be subject to federal or Utah state income taxes as set forth above in the restrictions and limitations set forth herein. However, it is possible that future changes in the law may cause a scholarship account to be taxable, or that the Internal Revenue Service may take the position that a scholarship account is taxable in the year it is awarded or distributed. A participant should consult their own tax advisor for more information. Payment of all federal, state and local taxes, if any, that result from winning the 2025 Make Your Mark Bookmark Contest is the sole responsibility of each recipient. All federal, state and local laws apply. Odds of winning depend on the number of entries. The contest is void where prohibited by law.

**Scholarship Accounts.** Information about the beneficiary that is required to open the scholarship account must be submitted to my529 no later than three months following the award date. Scholarship accounts may not be converted to cash and may not be used for nonqualified withdrawals of funds.

Scholarship accounts are invested in the my529 Target Enrollment Date investment option Enrolled portfolio. Qualified withdrawals from scholarship accounts can be used for tuition, fees, required equipment, books, and supplies. Scholarship Account funds may be used at any eligible educational institution—any college, university, or technical college that is qualified to participate in federal student aid programs, whether in Utah, out of state, or abroad. (Visit <https://studentaid.gov> for a list of eligible schools.) Scholarship account funds may not be used for K-12 expenses, room and board, computers and related equipment, internet service, qualified education loan payments, registered apprenticeships, or postsecondary credentialing expenses. Withdrawals from a scholarship account will be sent only to the eligible educational institution designated on the withdrawal form. my529 reserves the right to request documentation to verify that withdrawn funds were used for qualified education expenses as set forth above. **The beneficiary must exhaust the funds in the scholarship account before the beneficiary reaches age 22. After the beneficiary reaches age 22, any remaining scholarship funds will be forfeited.**

**my529 Account Investments.** Additional money from a recipient's parents/guardians, friends, family members or any other source may not be contributed to a scholarship account; however, other individual my529 accounts may be opened for the beneficiary where such contributions may be received. Each account owner or contributor should carefully read the my529 Program Description (available online at [my529.org](https://my529.org)) for more information and consider all investment objectives, risks, charges and expenses before investing. Investments are not guaranteed by any federal or state agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured accounts. The Program Description includes more information about the FDIC-insured accounts. An investment could lose value.

**Official Contest Rules and List of Scholarship Recipients.** These are the Official Contest Rules of my529's 2025 Make Your Mark Bookmark Contest. A list of scholarship recipients for this contest will be available at [my529.org/make-your-mark-contest](https://my529.org/make-your-mark-contest) after the scholarship recipients have been notified.

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