



Driven at Heart Scholarship Contest Official Rules

The Contest is sponsored by Cousins Submarines, Inc., N83 W13400 Leon Road, Menomonee Falls, Wisconsin 53051. The contest dates are February 1 – 28, 2026.

Eligibility

No purchase is necessary.

In order to be eligible to enter the Driven at Heart Scholarship Contest, you must be a legal U.S. resident of the state of Wisconsin.

You must be a high school senior graduating in the year 2026.

You must have participated in a WIAA-sanctioned sport during your high school career (grades 9-12).

You must have a cumulative grade point average (GPA) of 3.5.

You must be involved in civic and/or community organizations or activities during your high school career (grades 9-12).

Employees of Cousins Submarines, Inc. (“**Sponsor**”) and/or its franchisees, and/or the immediate family members (Including children, spouses, parents and other household members declared as dependents on the employees’ federal income tax return) and their advertising and promotion agencies involved with this Contest, parent companies, subsidiaries, divisions, affiliates and related companies (collectively with Sponsor, the “**Contest Entities**”) are not eligible to enter.

You must be available to attend the Wisconsin Athletic Hall of Fame 76th Anniversary Induction Ceremony on Thursday, July 23, 2026, or an alternative event planned by Cousins Subs if the Wisconsin Athletic Hall of Fame 75th Anniversary Induction Ceremony does not take place for any reason.

You must also consent to be photographed, audio recorded and/or video recorded, and all photographs, audio recordings and video recordings become the property of Cousins Submarines, Inc. You will be required to sign and return a Publicity Release Form. If you are a minor under the age of 18, an adult must sign on your behalf.

Application Process

Applications will be accepted February 1 – 28, 2026. The application must be submitted online at cousinssubs.com/drivenatheart. You may submit only one application, for yourself. You may not nominate someone else. All sections of the application form must be completed. Incomplete application forms will be disqualified without notification. All applications and supporting documentation must be provided in English.

Completed applications may be submitted through the online form on cousinssubs.com/drivenatheart, by no later than 11:59PM, February 28, 2026. Mailed applications will not be accepted.

Sponsor is not responsible for incomplete, late or lost applications, regardless of the reason.

In the process of evaluating applications, Sponsor may request additional information. In order to remain eligible, you must provide all requested information on request.

Documents in support of your application may be submitted through the online form or mailed. All such documents must be received by Sponsor by 11:59 PM on February 28, 2026, or mailed and postmarked no later than **February 28, 2026**. Late documentation will not be accepted.

Mailed supporting documents should be sent to:

Cousins Subs
C/O Driven at Heart Scholarship
N83 W13400 Leon Road Menomonee Falls, WI 53051

All applications become property of the Sponsor, and will not be returned or acknowledged.

Any tax liability resulting from a prize is your responsibility.

All decisions and prizes awarded are final and not subject to review or appeal. The Sponsor and the Contest committee and its representatives reserve the right to interpret contest rules and to make all decisions concerning the award, acceptance, and use of scholarships in situations not covered by the rules. Sponsor reserves the right to cancel, suspend or extend the Driven at Heart Scholarship Contest at any time, with or without notice.

By submitting your application you agree to release, discharge and hold harmless the Sponsor and its respective subsidiaries, affiliates, officers, directors, and employees, from any and all claims or damages arising out of, in any way, their participation in this program.

Selection of the Finalists

All eligible applications will be reviewed by the Make It Better Foundation Committee, including Donald Driver and two (2) reps from the Wisconsin Athletic Hall of Fame, and the four (4) Finalists will be selected. Committee decisions are final with respect to all matters relating to the Contest. No information regarding Applications or selection process will be disclosed to any third party not involved in the conduct of the Contest.

Finalist Notification

Each potential Finalist will be notified by email/mail/phone after the selection process has been completed. The Finalists will then be required to execute and return an affidavit of eligibility, a Release of Liability and, except where prohibited, publicity release ("Affidavit") and Assignment of Rights, within three days of notification in order to be qualified as a Finalist. If prize or prize notification is returned as non-deliverable, or if the potential Finalist fails to return the required verification documents within the required document return period, an alternate potential Finalist will be determined. If any potential Finalist is found to be ineligible or if any potential Finalist does not comply with the Official Rules, then the potential Finalist may also be disqualified and an alternate potential Finalist will be selected, time permitting. Finalists must be able to attend the Wisconsin

Athletic Hall of Fame 76th Anniversary Induction Ceremony on Thursday, July 23, 2026, in Milwaukee. If a Finalist cannot attend the Induction Ceremony, an alternate potential Finalist will be selected, time permitting.

Selection of the First Place Winners

Each Finalist's application will be re-judged by the Committee and First Place Winners will be determined. Sponsor reserves the right to videotape and/or photograph the Finalist and First Place Winners at the event and use the footage in any way they see fit.

Prizes and Approximate Retail Values ("ARV")

(2) First Place Prize: \$7,500 scholarship, a \$100 travel stipend and one room hotel accommodations (selected by the Contest Sponsor) for one-night stay (ARV: \$150)

(2) Runner-Up Prize: \$2,500 scholarship, a \$100 travel stipend and one room hotel accommodations (selected by the Contest Sponsor) for one-night stay (ARV: \$150)

Prize must be used by date specified. Prizes will be awarded provided a sufficient number of eligible Entries are received. Prizes are not transferable. No cash redemptions, substitution or transfer of prize permitted except at the sole discretion of the Sponsor who reserves the right to substitute a prize (or portion of prize) of equal or greater value in the event a prize is unavailable. Taxes related to the prizes are the sole responsibility of the individual winners.

Each Scholarship Prize will be made in the form of a check made out to your chosen educational institution. The educational institution must be accredited by a regional or national accrediting agency recognized by the U.S. Department of Education. You must be an accepted student of a university, college or school in order to receive your prize. You must be enrolled as a full-time student.

It is understood that you may not have chosen a university, college or school to continue your education, and/or you may not have been accepted. In either of those cases, Sponsor will hold your award until you have chosen a university, college or school and have been accepted as a student. Awards will be held until December 31, 2026. If that date passes and you have chosen not to continue your education, and/or you are not accepted as a student, you will forfeit your Prize and it will be given to another student.

You may use your award for any legitimate education-related expense, including tuition, fees, room and board, books and supplies or transportation.

All scholarship recipients may be subject to a criminal background check.

Disputes

Applicant/Winner agrees that: (a) any and all disputes, claims, and causes of action arising out of or connected with this Contest, or any prize awarded shall be resolved individually, without resort to any form of class action, and solely and exclusively in a federal or state court located in Wisconsin; Entrant/Winner submits to sole and exclusive personal jurisdiction to said courts in the State of Wisconsin for any such dispute and irrevocably waives any and all rights to object to such jurisdiction; (b) any and all claims, judgments, and awards shall be limited to actual out of pocket costs incurred, including costs associated with entering this Contest but in no event attorneys' fees; and (c) under no circumstances will Entrant/Winner be permitted to obtain awards for

and Entrant/Winner hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of Applicant/Winner or the Contest Entities in connection with this Contest shall be governed by, and construed in accordance with, the laws of the State of Wisconsin, without giving effect to any choice of law or conflict of law rules of provisions (whether of the State of Wisconsin, the United States, or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Wisconsin.

Data Collection

Sponsor collects personal information from participants when they enter the Contest for use in administration of the Contest. The information collected is subject to the Privacy Policy located at <http://www.cousinssubs.com/privacy-policy>.

Winners List

The names of the winners will be available on cousinssubs.com.