

## **Be Alive Points Program Prizes and Incentives**

Point goals will be set monthly and annually, with a reward for those who achieve these point goals and for those who have had the most participation.

Monthly prizes will be awarded to the top 25 participants. Each of the 25 participants will receive a \$50 gift card. Participants must earn at least 50 points in one month to win a monthly prize. Participants can only win one month throughout the school year. However, they will still be able to compete for the annual prizes as outlined below.

The **top three prize winners** will receive a \$500 gift card.

The **next six prize winners** will receive a \$300 gift card.

The **tenth prize winner** will receive a \$200 gift card.

**Participants eleven through fifty** will receive a \$50 gift card.

**Participants fifty-one through one-hundred** will receive a \$25 gift card.

Gift Card Options: Blue Way Adventure Kayaking, Runners Hub, Riverside Bikeshop, Bink's Outfitters, Dick's Sporting Goods, Eden Day Spa & Salon

*(Notice: Due to IRS Regulations- all gift card/ certificates will be taxable income)*

**ALL** participants earning **300 points or greater** will receive an Alive & Well t-shirt.

Participants must earn greater than 300 points to be eligible for annual prizes.

### **Team Prizes**

Plus, participants also earn points for their school! The **top five schools and departments** with the most points will win \$250 for wellness related items.

The top five schools and departments with the highest number of *Be Alive* registered participants by Sept. 30th will also receive \$250 for wellness related items.

\*\*All prizes are subject to change.

**Be Alive Points Program prizes are sponsored by Blue Cross Blue Shield of Tennessee.**

**Only those with Blue Cross Blue Shield Select Medical Benefits Insurance are eligible for the Be Alive Points Program prizes, with the exception of t-shirts.**

