

## **“Sober Vibes” Essay Contest**

### **Contest Information**

The Keeping It Safe Coalition is hosting an essay contest for high school juniors and seniors in Montgomery County public schools, private schools, and home school programs. Students will compose a persuasive letter addressed to their peers to make a promise to not consume alcohol before, during, and after prom. Entries will be judged according to the criteria below. The winning entries will receive a limousine ride to and from prom for themselves and up to 9 guests. Essay will be published and sent out on a press release. Winners will be recognized during the Keeping It Safe Awards in May 2026.

### **How to Enter**

Essays must be submitted online no later than March 31, 2026, by 11:59PM. To submit an entry, visit the [submission link](#). All entries will be reviewed in early April. Winners will be notified via email and/or phone. All entries must have a parent and/or guardian as a point of contact.

### **Prize**

Two (2) winners will be selected via a review of their essays conducted by the KIS Coalition members. Winners will receive a limousine ride from the hours of 5PM to 12AM to pick the student winner and 9 of their friends from an agreed location. The location must be sent at least five (5) days prior to prom night. All guests must be ready for pick up at 5PM. If additional stops must be made (e.g. restaurants), this information will be required when organizing pick-up.

### **Essay Criteria**

To enter, students must submit a letter (500 words) addressed to their peers that focuses on why prom is better without alcohol. Entries that utilize AI will be disqualified. Each entry will be judged by the following criteria:

- Content & understanding of under-21 alcohol consumption. Graded by:
  - Accuracy of information (statistics)
  - Relevance to prom night
  - Originality
- Proposed solution. Graded by:
  - Target audience
  - Comprehensiveness

- Creativity. Graded by:
  - Original approach
  - Grammar
  - Perspicuity (clarity)
- Call to action. Graded by:
  - Motivation to appeal
  - Personal conviction

Each category will be graded based on the following rubric:

- 4 – Excellent: Demonstrates exceptional understanding, innovation, practical, and impeccably presented.
- 3 – Good: Solid understanding, creative elements, practical, well-presented with minor flaws
- 2 – Fair: Basic understanding, some creative attempts, limited practicality, several presentation issues
- 1 – Poor: Lacks understanding, unoriginal, AI generated, impractical, poorly presented

### **Questions**

All questions for the contest must be submitted to Roddy Aguirre at  
[rodrigo.aguirre@montgomerycountymd.gov](mailto:rodrigo.aguirre@montgomerycountymd.gov)