

McLeod

Sports Medicine



Dear Administration, Coaches, and Counselors,

McLeod Sports Medicine is proud to present the **2026 Geoffrey Kier Memorial Athletic Excellence Scholarship**. Past recipients have received at least \$1,000 submitted to the college of their choice.

Eligible Applicants:

- College-bound (2 year or 4 year) seniors who have been student-athletes at a McLeod Sports Medicine Athletic Training Outreach contracted school.
- Exemplifies excellence in academics and athletics.
- No declared major is needed.

Application requirements:

- A (one) letter from a school counselor, coach, teacher, or administrator expressing their qualities in the classroom and in athletics, while giving an indication of leadership skills they may possess.
- Video submission through YouTube: Answering a selected question, the student-athlete will entertain us with a creative, fun, and engaging video showcasing a bit of their personality. The video should be at least 1 minute and no longer than 3 minutes.
- Copy of unofficial current transcript
- A current photograph (of just themselves) for identification purposes only.
- Submission of all application requirements should be directed to: Kierscholarship@mcleodhealth.org

Deadline: March 31, 2026

Winner:

- Chosen winner(s) and their school will be contacted (via phone number provided in application) approximately 1-3 weeks after the deadline.

We look forward to seeing your entry. If you have any questions, please call 843-777-5140.

Yours Truly,
McLeod Sports Medicine

Scholarship Information Application:

Name: _____ High School: _____

Address: _____

Email: _____

Parents/Guardians: _____

Contact Phone Number: _____

Grade Point Average (4.0 scale): _____

Counselor or Coach: _____

Sport(s): _____

College/University You Plan to Attend: _____

Intended major: _____

Briefly describe what you are interested in gaining from your college experience.

Frequently Asked Questions:

- ***What is the Geoffrey Kier Memorial Athletic Excellence Scholarship?***

Recognition of a college-bound senior student-athlete(s) who exemplifies excellence in academics and athletics. They should exhibit strong leadership skills and a positive sporting attitude who is a well-rounded individual with interests ranging from sports and academics to clubs and other activities.

- ***How was this scholarship started?***

During the early 1990's, McLeod Sports Medicine established a community-based event to raise money in support of academic and athletic excellence in the form of a scholarship to college bound individuals. The Geoffrey Kier Memorial Athletic Excellence Scholarship is to honor the memory of the former McLeod employee who died of meningitis in 1998. Today the scholarship continues through an endowment that was able to be created due to the generous donations of many sponsors and individuals over the years as well as continued annual contributions.

- ***How does the judging process take place?***

We have invited various McLeod employees that have no relation to the schools directly to avoid bias. Scoring rubric is attached at the end of this scholarship application packet.

Scholarship Video Questions to choose from and Directions:

Video Directions: Pick one of the three following questions to answer. Film a video response to answer that question/topic you choose. Videos can be made through any platform but must be uploaded to YouTube. Again, the video needs to be no less than 1 minute long and no longer than 3 minutes.

1. Show us your passions in life and how they will be enhanced by the scholarship if you win?
2. Recreate the most influential time in sports that happened to you. Also show us how this will shape you in the future.
3. Reenact your most memorable day from high school and why it is so memorable.

A few reminders: Make your video as creative as possible, there are no limitations except that it must be school appropriate. All inappropriate videos are subject to disqualification. **BE CREATIVE AND MAKE YOUR VIDEO FUN TO WATCH; SHOWING ENERGY AND PASSION WILL GIVE THE VIDEO A GREATER CHANCE TO WIN.**

Skits, music, dancing, pictures, a slide show, etc. are examples are all welcomed and recommended.

How to Make a YouTube account: As a reminder, if you already have a Gmail account then you automatically have a YouTube account. If you do not you will need to set up a YouTube account. Record yourself on some form of electronic device. Post video on YouTube account as **Unlisted**, if the video is made as unlisted, the video is private and no one else will be able to see it. Once the scholarship winners have been awarded you may delete your video on your YouTube account.

***** When finished, please email scholarship application packet with YouTube video link to Kierscholarship@mcleodhealth.org**

Deadline: March 31, 2026

Geoffrey Kier Memorial Scholarship Video Rubric:

Grading Criteria:	5 pts	4 pts	3 pts	2 pts	1 pt	0 pts
Does the content of the verbal response answer the question?	Verbal response was exceptional and answers the question fully providing strong elements shown in video.	Verbal response was great, it answers the question fully, but left judge(s) wanting more key elements to be shown in video	Verbal response was good, it answers the question but lacks key elements in video	Verbal response was adequate, it answers the question slightly but leaves judge confused	Verbal response of the video mentions the question but does not answer it.	Does not meet any criteria, leaves judge with more questions than answers
Personal reaction, creativity and organization of video	Exceptional organization of ideas, thought process, and creativity of video. Judge has strong personal reactions or connection to the video.	Great organization of ideas, thought process, and creativity of video. Judge enjoyed watching video with some personal reaction or connections.	Good organization of ideas, thought process, and creativity of video. Judge has slight personal reaction or connection.	Adequate organization of ideas, thought process, and creativity of video. Judge personal reaction and connection was minimal.	Little to no organization of ideas, thought process, and creativity of video. Judge felt no personal reaction or connection.	Does not meet any criteria
Quality of video picture and sound of video	Exceptional quality of video and sound without distractions and/or interruptions.	Great quality of video but video or audio was depleted and/or distractions were present.	Good quality of video; struggled to hear what was being said at times	Quality of video and audio was inconsistent.	Poor video and audio quality.	Does not meet any criteria
Length of video	Video was within 1-3 minutes requested time frame	Video was more than 3 minutes	Video reached minimum but contained dead air	Video was 30-60 seconds in length	Video was 0-30 seconds in length	Does not meet any criteria

*** 5 points will be deducted for missing application deadline. Only the scholarship committee will know about this.

There are 20 points in total that are possible. In the event of a tie between student-athletes an independent judge will pick the winning video.

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