

McLeod

Sports Medicine



Dear Administration, Coaches and Counselors,

McLeod Sports Medicine is proud to present the **2025 Geoffrey Kier Memorial Athletic Excellence Scholarship**. This year we will be awarding scholarship(s) valued at, or more than, \$1,000 to any college-bound senior student-athlete who exemplifies excellence in academics and athletics. These scholarships are awarded to senior student-athletes attending a school to which the McLeod Sports Medicine Athletic Training outreach program is involved.

Each school counselor, with the help of a teacher or varsity coach, may nominate senior student athletes who exemplify excellent leadership qualities in the classroom and on the athletic field. The nominating party must briefly describe the leadership skills demonstrated by the student in the classroom and in their participation in athletics. This may be typed or written out by the person nominating the student athlete.

The student is required to answer a question through a video format. This video format is **expected to be as funny and creative** as possible while still being school appropriate. The video will be a minimum of 30 seconds long to a maximum of 2 minutes long. This can be done by YouTube, TikTok, or Instagram video style submission.

Enclosed in this packet are the application, the questions to choose from (including a rubric on how you will be judged), and a recommendation form to be filled out by a counselor, coach, or teacher. Along with the application packet, the student must provide a current transcript, and a current photograph used for identification purposes.

We will be presenting the awards on the students' campus on a date to be determined once winners have been contacted. Friends and family members are welcomed.

The deadline for the application is Monday April 30, 2025. Please email applications to Kierscholarship@mcleodhealth.org. You may scan an application packet to the email by using the "Genius Scan app." Video submission link needs to be included in email with the application packet. If you are unable to email the finished application by deadline you may mail it to McLeod Sports Medicine located at 2439 Willwood Drive, Florence, SC 29501-9917. Mailed submissions must be received before the deadline date. The scholarship winners will be called directly **during the beginning of May**. Please make sure your phone number is up to date.

We look forward to hearing from you. If you have any questions, please call 843-777-5140.

Yours Truly,
McLeod Sports Medicine

2025
Geoffrey Kier Memorial
Athletic Excellence Scholarship
Scholarship Information Application

Name: _____ High School: _____

Sport(s): _____

Address: _____

Email: _____

Home Phone: _____ Cell Phone: _____

Grade Point Average (4.0 scale): _____

Nominating Counselor or Coach: _____

Parents/Guardians: _____

College/University You Plan to Attend:

Selected Plan of Major: _____

Why did you choose this major? What are your future career plans with this major?

2025
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Athletic Excellence Scholarship
Scholarship Questions and Answers

What is the Geoffrey Kier Memorial Athletic Excellence Scholarship?

The Geoffrey Kier Memorial Athletic Excellence Scholarship was established by McLeod Sports Medicine to recognize college-bound senior student-athletes who exemplify excellence in academics and athletics. They should exhibit strong leadership skills and a positive sporting attitude. This award is not given to the *Most Valuable Player*. The potential recipient should be a well-rounded individual with interests ranging from sports and academics to clubs and other activities.

How did this scholarship start?

During the early 1990's, McLeod Sports Medicine established the McLeod Sports Medicine Heart Challenge, a Florence area community-based 5K & 10K run/walk where participants were able to be involved in a race that would benefit personal health. The Heart Challenge was also established to raise money for the McLeod Athletic Excellence Award, a scholarship designed to recognize student-athletes who portrayed excellent leadership qualities in academics and in athletics. The award was renamed the Geoffrey Kier Memorial Athletic Excellence Scholarship 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.

What's included in the application packet?

- * A formal application including general information about the applicant.
- * A video response to one of the topic questions provided by the McLeod Sports Medicine staff. The video submission is to be a minimum of 30 seconds long to a maximum of 2 minutes long.
- * A recommendation form is to be filled out by the guidance counselor, teacher, or coach. The individual nominating the student athlete must complete a brief write-up on the student's performance and leadership skills in the classroom and on the playing field.
- * The student is then required to send in their application packet along with an updated transcript by the designated deadline.

When is the deadline?

Applicants are required to turn in their completed application by the designated date provided by McLeod Sports Medicine. Scholarship packets that are received late may not be considered or will receive point deductions in the judging process. **Deadline is April 30, 2025.**

How does the judging process take place?

To avoid bias the video responses are **not to have** the students' high school mentioned. Please do not wear school clothing or have a school logo in the background of the video. A judging committee will consist of 2-3 staff members from McLeod Sports Medicine department that are not related to the high schools. Each staff member will watch the video provided and score it based on specific criteria including how creative and attention-grabbing the video is, does your response answer the question, and the quality/presentation of video etc. The judges' scores are added up and the student athletes with the highest scores will be our scholarship winners. In the event of a tie, an independent judge will select the winning video essay response. Scoring rubric is attached at the end of this scholarship application packet.

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Athletic Excellence Scholarship

Scholarship Video Questions to choose from and Directions

Video Directions: Pick one of the three following questions to answer. Make a video response to answer that question/topic you choose. **Please do not comment** about what high school you currently attend during the video; this helps to keep the process unbiased. Videos can be made through YouTube, TikTok, Instagram. Again, the video needs to be no less than 30 seconds long and no longer than 2 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 to think about: Make your video as creative as possible, there are no limitations except that it must be school appropriate. All inappropriate videos are subject to be disqualified. The funnier the better or the more emotion you make your audience feel, the better! You want to make your judges laugh, have fun and feel your emotions while watching the video. Be sure to answer the question in your video fully. There is no right or wrong way to answer the question in your video, however your face does need to be shown at some point in the video. Music, dancing, emojis, pictures, dressing up (school appropriate) is all welcomed and recommended. Like stated before, **BE CREATIVE AND MAKE YOUR VIDEO FUN TO WATCH, THE FUNNIER, THE MORE EMOTIONAL, AND THE MORE CREATIVE THE VIDEO THE GREATER CHANCE YOU HAVE TO WINNING.**

Video Submission Instructions: Remember your video will be a minimum of 30 seconds long to a maximum of 2 minutes long. Email video links to **Kierscholarship@mcleodhealth.org**.

If you do your video through TikTok or Instagram please send the video to the following correct account pages as well as to our email with the rest of your application. Please make sure to list your name in the message so we know who the video belongs to. Please still try to send the video with your application to our email address listed above.

TikTok: @mcleodscholarship

Instagram: @mcleodscholarship

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, and video response all in one email to the provided email address above.***

2439 Willwood Dr. • Florence, SC 29501 • (843) 777-3199 • www.McLeodSportsMedicine.org

2025
Geoffrey Kier Memorial
Athletic Excellence Scholarship
Scholarship Application Checklist

Application _____

Video Submission _____

Recommendation Form _____

Current Transcript _____

Current Photograph _____

Shirt Size _____ * Winners receive a Scholarship winner t-shirt.

***** All Applications Are Due April 30th, 2025. *****

GEOFFREY KIER MEMORIAL SCHOLARSHIP VIDEO RUBRIC

Grading Criteria:	9-10 pts.	7-8 pts.	5-6 pts.	3-4 pts.	1-2 pts.
Does the content of the verbal response answer the question?	The verbal response is great, answers the question fully with no key elements left out, and relates back to their life by providing strong key elements.	The verbal response is good, answering the question fully. Provided a few key elements that could be related back to their life.	The verbal response was okay, it captures the essence of the question being asked but still leaves questions for the listener.	The verbal response fails to inform the listener of the fundamental nature of the question. It does identify minimal key elements.	The verbal response in the video does not have anything to do with the question being asked.
Personal reaction, Creativity and Organization of video present?	Very well organization of ideas and thought process. Creativity incorporated in response helped to show an obvious strong personal reaction that the listener could feel.	Good organization and personal reaction was felt. Could use a little more creativity for the video to stand out more.	Organization of video was present. Small personal Reactions. Could use some more creativity.	Needs some improvement on organization and creativity. Not much personal reaction for the listener to feel.	No clear organization which leads to a lack of creativity or personal reaction for the listener to feel or understand.
Quality of video and sound, video stayed within the allowed timeframe, can understand what is being said.	Quality of the video was great, and I was able to fully hear what was being said. Video length was between 30 secs - 2 mins.	Quality of the video was good, and I was still able to hear what was being said. Video length stayed within the proper allowed time frame 30 secs - 2 mins.	Quality of the video is blurry at times, and I struggled to hear what was being said clearly. Video stayed within the proper allowed time frame 30 secs - 2 mins.	Quality of video is mostly blurry with a few clear resolution parts. Video was not within the proper time frame 30 secs - 2 mins.	Unable to watch video due to its low-quality resolution. Video was not within the proper time frame 30 secs - 2 mins.

*** 5 Points will be deducted for missing the deadline for turn in.**

** Each video can earn a maximum of 30 points. In the case of a tie between students, an independent judge will select the winning video.