

Tell Me Something Good Sweepstakes 2023 – Physical Education

OFFICIAL SWEEPSTAKES RULES

NO PURCHASE NECESSARY TO ENTER OR WIN. MANY WILL ENTER, FEW WILL WIN.

Eligibility: Entry is open to any staff member of a Physical Education Department at a school located in Texas, Colorado, Louisiana, *Western Oklahoma, New Mexico, **Southwest Kansas, Wyoming or Montana that participates in USDA's National School Lunch and/or National School Breakfast Program and who is at least 18 years of age at the time of entry. Employees of Dairy MAX, Inc. ("Dairy MAX" or "Sponsor"), the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible to participate. Void where prohibited.

Sweepstakes Period: The period for entering the Sweepstakes will begin on January 16th, 2023 at 12:00 A.M. CST and continue until February 10, 2023 at 11:59 P.M. CST.

Prize: One winner per NFL Market* within the Dairy MAX region*** (total of four 4 winners) will receive an electronic giftcard from [U.S. Games](#) valued at \$1,000 ("Prize"). Upon acceptance of the Prize, each Winner work with their Dairy MAX and U.S. Games representatives to use the Prize towards purchase of physical education equipment, materials or activities that support student physical education. The Prize must be used by Monday, May 30st, 2023 at 12:00 A.M or will otherwise be deemed forfeited. Winners' photos and stories may be promoted by Dairy MAX as part of 2023 National Nutrition Month (March) and National School Breakfast Week (March 6-10). As part of the application winners will agree to permitting Dairy MAX use of their photo.

Odds of Winning: Odds of winning depend on the number of valid entries received in your NFL Market.*

To Enter: Submit your story via [Submittable application](#) and include the following items: 1) Photo of your physical education instruction in action – Up to three (3) photos can be submitted on the application (JPG or PDF), 2) Description of photo(s) and 3) If a student's face is shown in the photo(s), a "[Signed Photo Release](#)" must be submitted with each photo on the application. Submission will not be complete if the necessary student Photo Release is not received. A free account must be created on Submittable prior to submission. Additional information will also be requested on the application (name, email, district, phone etc.). As an alternative method of entry, the Sweepstakes may be entered by mailing a postcard to Dairy MAX at 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050. The postcard must include the Entrant's email address, telephone number, or mailing address so that they can be notified if selected as Winner. Postcards must be postmarked by February 10, 2023. Individuals are limited to one (1) entry regardless of their method of entry.

To Win: The Winners will be determined by random drawing of all eligible entries.

Acceptance of Prize: Winners will be selected on Friday, February 17th, 2023. Winners will be notified by Wednesday February 22nd, 2023. Winners must confirm acceptance of the prize by Wednesday, March 1st, 2023. In the event a winner declines the Prize, a second random drawing will be conducted to select a new winner for that NFL Market. If a second winner also declines to accept the Prize, a third winner will be drawn. If three winners are drawn and they all decline, the Prize will not be awarded. Acceptance of the Prize constitutes permission for Dairy MAX to use Winner's name, likeness, and entry

for purposes of advertising and trade without further compensation, unless prohibited by law. The approximate retail value of the Prize is \$2,300. Taxes are the sole responsibility of the winners.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, Inc., NFL Players Association, NFL Players Inc., the NFL Entities (as defined below), Pro Silver Star, Ltd., Frisco Management, LLC, Dallas Cowboys Football Club, Ltd., Blue Star Operations Services, LLC, Cowboys Stadium, LP, AT&T Services, Inc. (with regard to prizeing fulfilled at AT&T Stadium), Legends Hospitality, LLC, Houston NFL Holdings L.P., Houston Texans, Denver Broncos Football Club, PDB Sports, LTD., Stadium Management Company, LLC, New Orleans Saints, LLC, and their respective partners, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production (collectively, the "Indemnified Parties"), from all claims or damages arising out of participation in both this offer and/or Sweepstakes and/or any prize awarded. Each school participating in these Sweepstakes represents and warrants to the Indemnified Parties that (i) it has obtained all necessary consents for participation in these Sweepstakes for students participating in the Fuel Up to Play 60 program; and (ii) it has obtained a publicity release and consent to use any images submitted in their healthy eating play photo/video from all individuals in such photo/video and, for students under the age of 18, from their parent or guardian.

Waiver of Claims: Participants irrevocably waive all claims against National Football League, its member professional football clubs and owners, NFL Players Association, NFL Players Incorporated, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC, NFL Productions LLC, NFL International LLC and each of their respective subsidiaries, affiliates, owners, shareholders, officers, directors, agents, members, representatives and employees (collectively the "NFL Entities"). The NFL Entities will have no liability or responsibility of any claim arising in connection with participation in this Sweepstakes or any prize awarded. The NFL Entities and Sponsor are not responsible for lost, late, misdirected, unintelligible, returned or undelivered entries, telephone calls, text messages, email, or for lost, interrupted or unavailable satellite, network, server, Internet Service Provider (ISP), Website, or other connections availability, accessibility or traffic congestion, miscommunications, failed computer, network, telephone, satellite or cable hardware or software or lines, or technical failure, or jumbled, scrambled, delayed or misdirected transmissions, computer hardware or software malfunctions, failures or difficulties, or other errors of any kind whether human, mechanical, electronic or network. NFL Entities and Sponsor are not responsible for any incorrect or inaccurate information whether caused by Website users, tampering, hacking, or by any of the programming or equipment associated with or used in this Sweepstakes, and assume no responsibility for any errors, omission, deletion, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized website access. Should any portion of Sweepstakes be, in the Sponsor's sole opinion, compromised by virus, worms, bugs, unauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair administration, security, fairness or proper play of these Sweepstakes, or submission of entries, the Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Sweepstakes, and randomly select the winner from valid entries received prior to action taken, or otherwise as may be deemed fair and equitable by the Sponsor. This Sweepstakes is void where prohibited or restricted by law and is subject to all federal, state, and local laws and regulations. The Sponsor reserves the right, in its sole discretion, to disqualify any entrant it finds, in its sole discretion, to be tampering with the entry process or the operation of the Sweepstakes, to be acting in violation of the official rules.

Additional Terms: The NFL Entities have not offered or sponsored this Sweepstakes in any way. Sponsor makes no representations or warranties of any kind concerning the appearance, performance or safety

of any prize awarded. Sweepstakes and Sweepstakes Rules are subject to all applicable federal, state, and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: ATTN: Sweepstakes Winners Report, 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050.

Sponsor: Dairy MAX, Inc., 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050

**Eligible counties in Western Oklahoma include Alfalfa, Beaver, Beckham, Blaine, Caddo, Canadian, Carter, Cimarron, Cleveland, Comanche, Cotton, Creek, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Jackson, Jefferson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Love, Major, Marshall, McClain, Murray, Noble, Okfuskee, Oklahoma, Osage, Pawnee, Payne, Pontotoc, Pottawatomie, Roger Mills, Stephens, Texas, Tillman, Washita, Woods, Woodward.*

***Eligible counties in Southwest Kansas include Clark, Finney, Ford, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kearny, Lane, Meade, Morton, Ness, Scott, Seward, Stanton, Stevens, Wichita.*

**** **Dallas Cowboys Market:** Texas, New Mexico, and Western Oklahoma (as defined above), excluding Texas Counties Nacogdoches, Shelby, San Augustine, Angelina, Trinity, Jasper, Sabine, Polk, Tyler, Newton, San Jacinto, Madison, Walker, Hardin, Brazos, Grimes, Montgomery, Liberty, Jefferson, Orange, Harris, Chambers, Galveston, Brazoria, Matagorda, Jackson, Lavaca, Wharton, Colorado, Fort Bend, Austin, Waller, Washington, and Calhoun. **Houston Texans Market:** Nacogdoches, Shelby, San Augustine, Angelina, Trinity, Jasper, Sabine, Polk, Tyler, Newton, San Jacinto, Madison, Walker, Hardin, Brazos, Grimes, Montgomery, Liberty, Jefferson, Orange, Harris, Chambers, Galveston, Brazoria, Matagorda, Jackson, Lavaca, Wharton, Colorado, Fort Bend, Austin, Waller, Washington and Calhoun counties. **Denver Broncos Market:** Colorado, Montana, and Wyoming. **New Orleans Saints Market:** Louisiana.*

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