



## 2022 Dallas Cowboys VIP Experience FAQ

**Q: What is the Dallas Cowboys VIP Experience Sweepstakes?**

A: The VIP experience is an opportunity to celebrate all of your healthy eating and active living efforts, inviting 12 students and 2 adults to a VIP tour of your NFL market stadium. The VIP stadium tour will also include a VIP meet & greet and lunch. K-12<sup>th</sup> schools within Texas, New Mexico and Oklahoma, 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, that are enrolled in Fuel Up to Play 60 and have reached FUTP 60 touchdown status by completing the three (3) FUTP 60 steps on <https://educator.fueluptoplay60.com/login> and have uploaded a photo and/or video of their healthy eating play, with a short description, to Submittable [here](#). *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 December 15, 2022.*

**Q: Who can apply for the Dallas Cowboys VIP Experience Sweepstakes?**

A: Any K-12<sup>th</sup> schools within Texas, New Mexico and Oklahoma, 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.

**Q: How long will the sweepstakes run?**

A: Contest will run through December 15<sup>th</sup>, 2022. Fuel Up To Play 60 Program Advisor of winning school will be notified by January 13<sup>th</sup>, 2023 via email from a Dairy MAX representative. Winning school will notify the Dairy MAX representative by Friday, January 20<sup>th</sup>, 2023 of their acceptance of the award.

**Q: How can I enter?**

A: Enroll in FUTP 60 [here](#). FUTP60 Touchdown must be completed and a photo and/or video of their healthy eating play, with a short description, must be uploaded in Submittable [here](#) (*A free account must be created through Submittable prior to submission.*) by December 15, 2022. Entries must be received by 11:59PM CST (10:59PM MST). The eligible school must have met contest requirements by deadline date of December 15, 2022. Three step completion status will be verified, and a winner will be randomly drawn.

**Q: What is the Dallas Cowboys VIP Experience Sweepstakes Cowboys Prize?**

A: One (1) winning school will receive a Dallas Cowboys VIP Experience for twelve (12) students and two (2) adults. The experience will include: Behind the scenes VIP tour of The Star, home of the Dallas Cowboys; VIP meet and greet; autographed certificate from the Cowboys; ride on Jones family bus; and up to \$500 reimbursement for round-trip transportation. Transportation receipt must be submitted to Dairy MAX to receive reimbursement. Winning school is responsible for transportation and all travel expenses to The Star. The date of the VIP experience Day will be mutually determined by Dairy MAX and winning school for the Spring of 2023.

**Q: When will the winner for the Cowboys VIP Experience for a Day Sweepstakes Prize be announced?**

A: The winning schools will be notified by January 13, 2023 via email from Dairy MAX representative. In the event the winning school declines the Cowboys for a Day VIP Experience, a second winner will be drawn and offered the Cowboys for a Day VIP Experience. If the second winner is unable to use the prize, a third will be drawn. If three winners are drawn and all decline the Prize, the Prize will not be awarded

**Q: Who can I contact if I have any questions about this sweepstakes?**

A: You can reach out to your Dairy MAX School Wellness consultant to discuss this contest and any questions you may have. You can locate your consultant by entering your zip code on this webpage: <http://www.dairymax.org/school/expertise>