



Dallas Cowboys VIP Experience FAQ

Q: What is the Dallas Cowboys VIP Experience Contest?

A: K-12th 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 completed all six (6) FUTP60 Steps. Healthy Eating Play (Step 4) must feature fueling with dairy and a picture must accompany your Success Story (Step 6) to be eligible to enter. FUTP60 steps are completed on your FUTP60 dashboard within the contest period.

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

A: Any K-12th 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 completed all six (6) FUTP60 Steps. Healthy Eating Play (Step 4) must feature fueling with dairy and a picture must accompany your Success Story (Step 6) to be eligible to enter. FUTP60 steps are completed on your FUTP60 dashboard within the contest period.

Q: How long will the contest run?

A: This contest will run Contest will run October 15, 2018 through November 16, 2018. Fuel Up to Play 60 Program Advisor of winning school will be notified by December 3, 2018 via email from Dairy Max representative. *Winning school will notify the Dairy MAX representative by Friday, December 21, 2018 of their acceptance of the award.*

Q: How can I enter?

A: Enroll in FUTP60 on the www.fueluptoplay60.com website. FUTP60 six (6) steps must be completed, as well as feature fueling with dairy for Healthy Eating Play (step 4) and include a picture with Success Story submission (step 6) by November 16, 2018. Entries must be received by 11:59PM CST (10:59PM MST). The eligible school must have met contest requirements by deadline date of November 16, 2018. Six Step completion status will be verified and a winner will be randomly drawn. In the event the winning school is unable to attend, they will be awarded a FUTP60 prize pack and another school will be randomly drawn and awarded the Dallas Cowboys VIP experience.

Q: What is the Dallas Cowboys VIP Experience Contest 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; and transportation from a nearby location in the Jones family bus. **Winning school is responsible to provide own transportation and pay all expenses to The Star. VIP Experience Day will be determined by Dairy MAX and winning school in the Spring of 2019.**

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

A: The winning schools will be notified by Monday, December 3, 2018 via email from Dairy MAX representative.

In the event the winning school declines the Cowboys for a Day VIP Experience, an alternative prize of **Fuel Up to Play 60 Playground Stencil Kit including paint and supplies (a \$2200 value)** will be offered to the first school drawn, and 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. The second and third winning school will not be offered an alternative prize if they decline the Cowboys for a Day VIP Experience. If three winners are drawn and all decline the prize, the Prize will not be awarded.

In the event the winning school declines the prize, another school that has fulfilled the contest eligibility, will be randomly drawn. **There will be no alternative prize for second or third place school declining the Cowboys for a Day VIP Experience**

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

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>