

## Denver Broncos VIP Experience

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

**Eligibility:** K-12<sup>th</sup> grade schools in Colorado that are enrolled in Fuel Up To Play 60 and have completed all six (6) FUTP60 Steps on fueluptoplay60.com, execute a Healthy Eating Play (Step 4) that features fueling with dairy and submit a picture with the Success Story (Step 6) will be eligible to enter. FUTP60 steps are completed on your FUTP60 dashboard.

Employees of Dairy MAX, 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. Void where prohibited.

**Contest Period:** Contest will run October 15<sup>th</sup>, 2018 through November 16<sup>th</sup>, 2018. Fuel Up To Play 60 Program Advisor of winning school will be notified by December 3<sup>rd</sup>, 2018 via email from a Dairy MAX representative. *Winning school will notify the Dairy MAX representative by Friday, December 21, 2018 of their acceptance of the award.*

**Prize:** One (1) winning school will receive a Broncos for a Day VIP Experience for twelve (12) students and two (2) adults. The experience will include: Behind the scenes VIP tour of Broncos Facility; VIP meet and greet; autographed certificate from the Broncos; lunch; and reimbursement up to \$300 for round-trip transportation. **The date of the VIP Experience Day will be mutually determined by Dairy MAX and winning school for the Spring of 2019.**

In the event the winning school declines the Broncos for a Day VIP Experience, an alternative prize of a school-wide smoothie party will be offered to the first school drawn, and a second winner will be drawn and offered the Broncos 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 Bronco VIP Experience. If three winners are drawn and all decline the prize, the Prize will not be awarded.

Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by sponsors in the event that a prize (or part thereof) cannot be awarded, in which case sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on his or her tax return that is valued at \$600.00 or greater.

### **How to Enter and Win:**

**To enter:** Enroll in FUTP60 on the [www.fueluptoplay60.com](http://www.fueluptoplay60.com) website. FUTP60 six (6) steps must be completed on the fueluptoplay60.com dashboard, 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<sup>th</sup>, 2018. Entries must be received by 11:59PM MST November 16<sup>th</sup>, 2018.

**To win:** The winning school will be drawn at random, for all eligible schools that have met the contest requirements by the deadline.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, the NFL Entities (as defined below), their respective partners, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable federal, state, and local laws and regulations.

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

**Sponsor:** Dairy MAX, 2214 Paddock Way Dr., Suite 600, Grand Prairie, TX 75050

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