

Dallas Cowboys VIP Experience

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

Eligibility: 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. Employees of Dairy MAX, Inc., 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. Void where prohibited.

Contest Period: 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.*

Prize: 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. VIP Experience Day will be determined by Dairy Max and will be held in Spring of 2019. **Winning school is responsible for transportation and all travel expenses to The Star.**

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.

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 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 website. Complete all FUTP60 six (6) steps, 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).

To win: 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.

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, Blue Star Development Company, Blue Star Land, LP, Blue Star Stadium, Inc., Frisco MUEC Operations, LLC, Blue Star Frisco Events, LP, Blue Star HQ, Inc., Frisco HQ Operations, LLC, Blue Star Frisco, LP, Blue Star Frisco Retail, LLC, Frisco Silver Star Hotel Corporation, Frisco Management, LLC, Frisco Cowboys Club, LP, City of Frisco, Texas, Frisco Independent School District, Lincoln Property Company Commercial, Inc., 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 Drive, Suite 600, Grand Prairie, TX 75050

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

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