

## Dallas Cowboys VIP Experience

### CONTEST RULES

**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 the FUTP 60 Touchdown steps.

A Kickoff photo featuring fueling with dairy for the Eat Healthy play must be provided by uploading it to your FUTP 60 dashboard under "Light Up the Score Board". FUTP 60 steps are completed on your FUTP 60 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.

FUTP 60 Student Teams in schools or districts which do permit student participation in the Contest or which do not or are unable to agree to these Contest Rules are not eligible to participate. 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.

**Contest Period:** Contest will run October 14, 2019 through November 15, 2019. Fuel Up To Play 60 Program Advisor of winning school will be notified by December 2, 2019 via email from a Dairy Max representative. Winning school will notify the Dairy MAX representative by Friday, December 13, 2019 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. The date of the VIP Experience will be determined by Dairy MAXC and held in the Spring of 2020. **Winning school is responsible for transportation and all travel expenses to AT & T Stadium.** The winning school attendees will travel from a predetermined nearby location to the Star in the Jones family bus.

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 Sponsor in the event a prize (or part thereof) cannot be awarded, in which case Sponsor will at its sole discretion award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that prize awards valued at \$600.00 or greater must be reported on his or her tax returns.

**How to Enter and Win:**

**To enter:** Enroll in FUTP 60 on the [www.fueluptoplay60.com](http://www.fueluptoplay60.com) website. FUTP 60 Touchdown must be completed, as well as feature fueling with dairy for the Eat Healthy play and provide a picture of your Kickoff step by uploading it to your FUTP 60 dashboard under "Light Up the Score Board" by November 15, 2019. 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 15, 2019. Touchdown 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 FUTP 60 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, Cowboys Stadium, LP, AT&T Services, Inc. (with regard to prizing fulfilled at AT&T Stadium), Legends Hospitality, LLC, and 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 any prize awarded.

**Waiver of Claims:** Participants irrevocably waive all claims against the 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 Contest or any prize awarded.

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