



Denver Broncos VIP Experience FAQ

Q: What is the Denver Broncos VIP Experience Contest?

A: K-12th schools within Colorado, that are enrolled in Fuel Up to Play 60 (FUTP 60) and have completed FUTP 60 touchdown (check off all three steps on the dashboard). Healthy Eating Play (Eat Healthy) must feature fueling with dairy. 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”. FUTP60 steps are completed on your FUTP60 dashboard within the contest period.

Q: Who can apply for the Denver Broncos VIP Experience Contest?

A: Any K-12th schools within Colorado, that are enrolled in Fuel Up to Play 60 and have completed FUTP 60 touchdown. Healthy Eating Play (Eat Healthy) must feature fueling with dairy and 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”. FUTP60 steps are completed on your FUTP60 dashboard within the contest period.

Q: How long will the contest run?

A: This contest will run October 14th, 2019 through November 15th, 2019. Fuel Up to Play 60 Program Advisor of winning school will be notified by December 2nd, 2019 via email from Dairy Max representative. *Winning school will notify the Dairy MAX representative by Friday, December 13th, 2019 of their acceptance of the award.*

Q: How can I enter?

A: Enroll in FUTP 60 on the www.fueluptoplay60.com website. FUTP 60 steps must be completed, as well as feature fueling with dairy for Healthy Eating Play (Eat Healthy) and include a kickoff picture with under the ‘light up the scoreboard’ by November 15, 2019. Entries must be received by 11:59PM MST. 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 Broncos VIP experience.

Q: What is the Denver Broncos VIP Experience Contest Prize?

A: One (1) winning school will receive a Denver Broncos 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; lunch; and reimbursement up to \$300 for round-trip transportation. **VIP Experience Day will be determined by Dairy MAX and winning school in the Spring of 2019.**

Q: When will the winner for the Denver Broncos VIP Experience Contest Prize be announced?

A: The winning schools will be notified by Monday, December 2nd, 2019 via email from Dairy MAX representative.

In the event the winning school declines the Broncos for a Day VIP Experience, an alternative prize of ***a 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 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 schools will not be offered an alternative prize if they decline the Broncos for a Day VIP Experience. If three winners are drawn and all decline the prize, it will not be awarded.

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>