



2019 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 three (3) FUTP60 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”. 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 three (3) FUTP60 Steps. 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.

Q: How long will the contest run?

A: This 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 Dairy Max representative. *Winning school will notify the Dairy MAX representative by Friday, December 13, 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 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).

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. The date of the VIP Experience will be determined by Dairy MAX 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.

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 2, 2019 via email from Dairy MAX representative. Winning school will notify the Dairy MAX representative by Friday, December 13, 2019 of their acceptance of the award

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>