

# Fuel Up to Play 60 Yogurt's Got Game Bronco's Recipe Contest

## CONTEST RULES

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

**Eligibility:** K-12<sup>th</sup> schools within Colorado, Montana and Wyoming, that are enrolled in Fuel Up to Play 60 (FUTP60). FUTP 60 schools must submit a standardized recipe using yogurt that meets National School Lunch, National School Breakfast, or USDA Smart Snacks guidelines. FUTP 60 schools must submit a photo of students testing or promoting the original recipe, along with a written explanation of how the recipe is nutritionally beneficial.

FUTP 60 Student Teams in schools or districts which do not 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 runs from Monday, September 16<sup>th</sup>, 2019 to Friday, October 18<sup>th</sup>, 2019. Fuel Up to Play 60 Program Advisors of the winning school will be notified by Friday, October 25<sup>th</sup> by a Dairy MAX representative. *Winning school will notify the Dairy MAX representative by Tuesday, November 5<sup>th</sup>, 2019 of their acceptance of the award.*

**Prize:** One winning school will receive a \$2,500 grant to be used by their nutrition department for equipment to support improvements to the school meals program and a 45-minute breakfast celebration event. To claim this prize, the winner must sign the Letter of Agreement outlining the responsibilities to be assumed by Dairy MAX, Inc. and the winning school to ensure implementation of the agreed upon data to be sent to and received by Dairy MAX. If winning school is within 75 miles of the Broncos Stadium at Mile High, the breakfast celebration event will feature Miles, Mascot of the Denver Broncos. Schools outside of the 75-mile radius of the Broncos Stadium at Mile High will receive a video call with an NFL Player. Date of the video call will be determined by Dairy MAX, the NFL, and the winning school. The winning school is encouraged to include participation from parents and community members and must feature the winning recipe. Winning school will receive a \$50 gift card to support supplies for the breakfast celebration event. Gift card purchases must be used for items such as yogurt, yogurt toppings, chocolate and / or white milk, any other dairy product(s) that will be used in the breakfast celebration. Paper goods such as cups, napkins, and decorations can also be purchased with the gift card. Dairy MAX will coordinate dates and activities with the school to plan the celebration. Presence of a Dairy MAX representative for the celebration event will be determined by schedule and availability and is not guaranteed.

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 as a Program Advisor on the [fueluptoplay60.com](http://fueluptoplay60.com) website. FUTP 60 students and Program Advisors must work with their school cafeteria manager to choose and execute a standardized, original

recipe featuring yogurt. Following the National School Lunch Program, entered recipes should be for one, 4 oz (1/2 cup) serving\*. All recipes must meet National School Lunch, National School Breakfast, or USDA Smart Snacks guidelines. Along with the standardized, original recipe, Program Advisors of FUTP60 schools must also submit a photo of students promoting, making, and/or taste testing the recipe, along with a written description (maximum 250 words) of how the recipe is nutritionally beneficial (Limit one recipe, photo and written description entry per school). Science-based nutrition education resources will be available to FUTP 60 schools via the Dairy MAX website to support the students' written description: <https://www.dairydiscoveryzone.com/yogurt>. All entries will be submitted by the Program Advisor via the Dairy MAX contest website: <https://www.dairymax.org/school/contests>.

**To win:** All eligible FUTP 60 schools will be entered in a 3<sup>rd</sup> party random drawing. One (1) winner will be selected.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, Inc., NFL Players Association, NFL Players Incorporated, 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 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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