



2019-2020 Program Advisor of the Year Contest FAQ

Q: What is the 2019-2020 Program Advisor of the Year Contest?

A: A Dairy MAX contest for Fuel Up to Play 60 (FUTP 60) Program Advisors within the Dairy MAX territory (Texas, Colorado, Montana, Western Oklahoma*, New Mexico, Wyoming, Southwest Kansas** and Louisiana) that are enrolled in Fuel Up To Play 60, and have 1) completed Fuel Up to Play 60 touchdown by start of the application period, 2) have entered the 2019-2020 Bulletin Board Contest, 3) implemented a dairy-focused Healthy Eating Play, 4) have increased student engagement within their school (or district) by the start of the contest period and 5) met all additional qualifying criteria. One (1) Program Advisor will win two (2) tickets to Super Bowl LV in Tampa, FL on February 7, 2021, hotel accommodations and a \$1,500 American Express travel gift card.

Q: Who can apply for the 2019-2020 Program Advisor of the Year Contest?

A: Program Advisors within the Dairy MAX territory that are enrolled in Fuel Up To Play 60, have completed Fuel Up to Play 60 touchdown by start of the application period, have entered the 2019-2020 Bulletin Board Contest, who implemented a dairy-focused Healthy Eating Play, have increased student engagement in their school or district, and have submitted a short essay and referral letter, may apply.

Q: How long are submissions being accepted?

A: Application opens on Friday, February 28th, 2020 and closes on Friday, March 27th, 2020. There will be a brief application review period from Monday, March 30th, 2020 through Friday, April 17th, 2020. The winning Fuel Up to Play 60 Program Advisor will be notified by Monday April 20th, 2020.

Q: How can I enter?

A: **To Enter:** Enroll in FUTP 60 on the fueluptoplay60.com website as a Program Advisor. An active link for the online application will open at 12:00 a.m. on Friday, February 28th, 2020. Application period ends 11:59 p.m. on Friday, March 27th, 2020. The following criteria must be completed by the end of the application period:

- Complete FUTP 60 touchdown on the fueluptoplay60.com dashboard.
- Submit an entry into the Bulletin Board Contest by February 14th, 2020.
- Implement a dairy-focused Healthy Eating Play. (A picture must be submitted with the online application for proof.)
- Increase student engagement at their school (or district). (A picture must be submitted with the online application for proof.)

In addition to meeting the above qualifying criteria, each applicant will also be required to submit:

- A short essay (no more than 500 words) describing how the Program Advisor successfully promoted and spread the word about FUTP 60, to include the following:
 - How have you, as a Program Advisor gone above and beyond to promote Fuel Up to Play 60 within your school, district and community?
 - How has Fuel Up to Play 60 positively influenced child health and wellness and student leadership in your school and district?
 - Please include examples of increased student leadership, physical activity and increased fruit, vegetable, whole grain and dairy consumption.

- The essay must be submitted through the online application link via Submittable, by the end of the contest period. The essay may be submitted via PDF, Word Doc, Docx or JPG format.
- A referral letter (no more than 500 words) from a leader within their district or school (Example: Principal, Assistant Principal, PE Coordinator) describing the following:
 - How has the Program Advisor gone above and beyond to promote Fuel Up to Play 60 within their school, district and community?
 - How has Fuel Up to Play 60 positively influenced child health and wellness in your district?
 - Please include examples of increased student leadership, physical activity and increased fruit, vegetable, whole grain and dairy consumption.
 - The referral letter must be submitted through the online application link via Submittable, by the end of the contest period. The letter may be submitted via PDF, Word Doc, Docx or JPG format.

To win: A neutral third party will evaluate the applications and choose one (1) winner for all eligible program advisors who have met the contest requirements by the deadline. The essay and referral letter will be evaluated on a 100-point system as follows: Essay – 50 points max (up to 25 points for FUTP 60 promotion and up to 25 points for youth wellness promotion) and Referral Letter – 50 points max (up to 25 points for FUTP 60 promotion and up to 25 points for youth wellness promotion). Highest point total will win. The winner will be announced at all EOY recognition events along with the Super Bowl LV prize package of two tickets, hotel accommodations and a \$1500 travel gift card.

Q: What is the 2019-2020 Program Advisor of the Year Contest Prize?

A: One (1) Program Advisor will win two (2) tickets to Super Bowl LV in Tampa, FL on February 7th, 2021, hotel accommodations and a \$1,500 American Express travel gift card.

Q: When will the winner for the 2019-2020 Program Advisor of the Year Contest Prize be announced?

A: The winning Fuel Up To Play 60 Program Advisor will be notified by Monday April 20th, 2020.

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 that 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.

Q: Who can I contact if I have any questions about this contest?

A: You can reach out to your Dairy MAX Territory 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>

*Eligible counties in Western Oklahoma include Alfalfa, Beaver, Beckham, Blaine, Caddo, Canadian, Carter, Cimarron, Cleveland, Comanche, Cotton, Creek, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Jackson, Jefferson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Love, Major, Marshall, McClain, Murray, Noble, Okfuskee, Oklahoma, Osage, Pawnee, Payne, Pontotoc, Pottawatomie, Roger Mills, Stephens, Texas, Tillman, Washita, Woods, Woodward.

**Eligible counties in Southwest Kansas include Clark, Finney, Ford, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kearny, Lane, Meade, Morton, Ness, Scott, Seward, Stanton, Stevens, Wichita.