

2019-2020 FUTP 60 Program Advisor of the Year Contest

CONTEST RULES

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

Eligibility: Fuel Up to Play 60 (FUTP 60) Program Advisors within the Dairy MAX territory (Texas, Colorado, Montana, Louisiana, Western Oklahoma*, New Mexico, Wyoming and Southwest Kansas**) 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.

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: Applications open on Friday, February 28th, 2020 and closes on Friday, March 27th, 2020. There will be an 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.

Prize: 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. In the event the winning Program Advisor declines the Prize, a second Program Advisor will be chosen and offered the same Prize. In the event the second-place winner declines the Prize, a third Program Advisor will be chosen and offered the same Prize. If three winners are drawn and all decline the Prize, the Prize will be given to a randomly drawn Program Advisor from the pool of applicants until the prize has been accepted.

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 fueluptoplay60.com website as a Program Advisor. An active link for the online application will be sent to eligible Program Advisors and 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 each of

the following:

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? 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 letter 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? 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 from 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 receive the Super Bowl LV prize package of two tickets, hotel accommodations and a \$1500 travel gift card.

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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