

Fuel Up To Play 60 Bulletin Board Contest

CONTEST RULES

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

Eligibility: K-12th grade schools within Dairy MAX Territory – Texas, New Mexico, Colorado, Louisiana, Montana, Wyoming, western Oklahoma and southeast Kansas that are enrolled in Fuel Up To Play 60 (FUTP 60).

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 will run January 15, 2020 – February 14, 2020. The review period will be February 17-28, 2020 and the winning Fuel Up To Play 60 Program Advisors will be notified by March 2, 2020 via email.

Prize: Grand Prize: Option to choose one of the following: Drum Fit Kit (a \$2200 value) 3-year curriculum license and set of 15 DrumKITS that include balls, sticks, stands, pump, storage bags and plug puller. First Place will receive a \$1,000 Palos Sports gift card, Second Place will receive a \$500 Palos Sports gift card and Third Place will receive a \$250 Palos Sports gift card. Palos gift cards are to be used to supplement PE activities and / or materials, not for individual purchases.

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: To enter: Enroll in FUTP 60 on the fueluptoplay60.com website. Complete the FUTP 60 Touchdown Steps using dairy as the feature for the Eat Healthy Step, complete the entry form at www.DairyMAX.org, a picture of the bulletin board design must include the pop-out words from the Bulletin Board kit (design/items not within the bulletin board parameters, items not attached within bulletin board by nails, glue or tape will not be included in the judging process), complete a questionnaire regarding the Eat Healthy Step implemented. BONUS POINTS are available with a dairy message posted on the school marquee, a picture of the marquee must be included with your submission at www.DairyMAX.org. All entries must be received by **February 14, 2020, 11:59PM CST (10:59PM MST)**. Bulletin Board Kits are available for digital download at <http://www.dairymax.org/school/printables>.

To win: A winner will be selected from submitted bulletin board designs and submitted questionnaires from eligible schools by a third-party evaluation team based on the following criteria: creativity and visual appeal (25 points), pop-out words from Bulletin Board kit (25 points), healthy eating play questionnaire (25 points) and dairy promotion (25 points). Ten additional points will be available for posting a dairy message

on your school marquee, a picture must be included with your submission at www.DairyMAX.org. Designs/items not within the bulletin board parameters will not be included in the judging process.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, Inc., 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 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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