

DALLAS COWBOYS VIP EXPERIENCE

CONTEST RULES

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

Eligibility: 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, Wharton, Colorado, Fort Bend, Austin, Waller, and Washington that are enrolled in Fuel Up to Play 60 and have reached FUTP 60 touchdown status by completing the three (3) FUTP 60 steps on educator.fueluptoplay60.com will be eligible to participate.

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.

Contest Period: Contest will run October 18th, 2021 through December 15th, 2021. Fuel Up To Play 60 Program Advisor of winning school will be notified by January 14th, 2022 via email from a Dairy MAX representative. *Winning school will notify the Dairy MAX representative by Friday, January 21st, 2022 of their acceptance of the award.*

Prize: One (1) winning school will receive a virtual NFL Cowboys player visit, twenty-five (25) signed player items, and a \$200 gift card to support a classroom activity or reward such as a parfait, pizza, or smoothie party. Date of virtual NFL player visit will be determined by Dairy MAX and will be held in Spring of 2022. In the event the winning school declines the Cowboys VIP Experience, a second winner will be drawn and offered the Cowboys VIP Experience. If the second winner is unable to use the prize, a third will be drawn. If three winners are drawn and all decline the prize, the prize will not be awarded.

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 FUTP60 on the www.educators.fueluptoplay60.com website. FUTP60 touchdown steps must be completed on the www.educators.fueluptoplay60.com dashboard, by December 15th, 2021. Entries (completion of three FUTP60 steps) must be received by 11:59PM CST December 15th, 2021.

To win: The winning school will be drawn at random from all eligible schools that have met the contest requirements by the deadline.

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 prizeing 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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