



## Dallas Cowboys VIP Experience FAQ

**Q: What is the Dallas Cowboys VIP Experience Contest?**

A: The Dallas Cowboys VIP Experience will include a virtual NFL Cowboys player visit, 25 signed player items, and a \$200 gift card for the winning classroom to support a classroom activity or reward such as a pizza, smoothie, or parfait party.

**Q: Who can apply for the Dallas Cowboys VIP Experience Contest?**

A: Any K-12<sup>th</sup> 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](http://educator.fueluptoplay60.com) will be 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.

**Q: How long will the contest run?**

A: This contest will run October 18<sup>th</sup>, 2021 through December 15<sup>th</sup>, 2021. Fuel Up to Play 60 Program Advisor of winning school will be notified by January 14<sup>th</sup>, 2022 via email from Dairy Max representative. *Winning school will notify the Dairy MAX representative by Friday, January 21<sup>st</sup>, 2022 of their acceptance of the award.*

**Q: How can I enter?**

A: Enroll in FUTP 60 on the [educator.fueluptoplay60.com](http://educator.fueluptoplay60.com) website. All three (3) FUTP 60 steps must be completed, and FUTP60 touchdown status must be reached on the [educator.fueluptoplay60.com](http://educator.fueluptoplay60.com) dashboard, by December 15<sup>th</sup>, 2021. Entries must be received by 11:59PM CST December 15<sup>th</sup>, 2021. The eligible school must have met contest requirements by deadline date of December 15<sup>th</sup>, 2021. Touchdown completion status will be verified, and a winner will be randomly drawn. In the event the winning school does not accept the prize another school will be randomly drawn and awarded the Dallas Cowboys VIP Experience.

**Q: What is the Dallas Cowboys VIP Experience Contest Prize?**

A: The Dallas Cowboys VIP Experience will include a virtual NFL Cowboys player visit, 25 signed player items, and a \$200 gift card for the winning classroom to support a classroom activity or reward such as a pizza, smoothie, or parfait party.

**Q: When will the winner for the Cowboys VIP Experience for a Day Contest Prize be announced?**

A: The winning schools will be notified by Friday, January 14<sup>th</sup>, 2022 via email from Dairy MAX representative. Winning school will notify the Dairy MAX representative by Friday, January 21<sup>st</sup>, 2022 of their acceptance of the award. In the event the winning school declines the Dallas Cowboys VIP Experience, a second winner will be drawn. 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, it will not be awarded.

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

A: You can reach out to your Dairy MAX 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>