

Fuel Up To Play 60 Bulletin Board Contest

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, and western Oklahoma that are enrolled in Fuel Up To Play 60.

Employees of Dairy MAX, Inc., 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. Void where prohibited.

Contest Period: Contest will run November 27, 2017 – December 15, 2017. The winning Fuel Up To Play 60 Program Advisor will be notified by January 5, 2018 via email.

Prize: Grand Prize: Option to choose one of the following: Fuel Up to Play 60 Playground Stencil Kit including paint and supplies (a \$2200 value); \$2200 US Games gift card; or NFL FLAG Essentials Kit (Kit includes 10 footballs, 50 flags, NFL FLAG poster, recognition certificates and curriculum a \$320 value), a \$1000 NFL Shop gift card and a NFL autographed football. First Place will receive a \$1000 US Games gift card, Second Place will receive a \$500 US Games gift card and Third Place will receive a \$250 US Games gift card.

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.

How to Enter and Win:

To enter: Enroll in FUTP60 on the fueluptoplay60.com website. Complete the FUTP60 six (6) steps using dairy as the feature for the Healthy Eating Play (step 4), complete the entry form at www.DairyMAX.org via shortstack, a picture of the bulletin board design which must include the pop-out words from the Bulletin Board kit (design/items not within the bulletin board parameters will not be included in the judging process), complete a questionnaire regarding the healthy eating play (step 4) 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 via shortstack. All entries must be received by Dec. 15, 2017, 11:59PM CST (10:59PM MST). Bulletin Board Kits are available for digital download at <http://www.dairymax.org/school/printables> or by mail via your Dairy MAX School Wellness Consultant or at <http://www.dairymax.org/request-free-educational-materials-and-resources>.

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 will need to be included with your submission. 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 acceptance of any prize or offer. Subject to applicable federal, state, and local laws and regulations.

Winners List: To receive a list of winners, mail a self-addressed, stamped envelope to: 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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