**Sing it, Say it Contest**

**NO PURCHASE NECESSARY TO ENTER OR WIN**

**Eligibility:** AllFlorida schools participating in School Breakfast Program are eligible. Employees of the Dairy Council of Florida/Florida Dairy Farmers, 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. The applicant or legal parent/ guardian (if required) may be required to sign legal documents or provide additional proof of eligibility. By entering the contest and/or accepting a prize, a winner (or the legal parent/guardian of such winner) agrees to allow the use of his or her name, voice, photograph, likeness and any information provided on the entry form, in any media now known or hereafter invented and for any purpose, including advertising, promotional or other purposes by Dairy Council of Florida and its affiliates, without further compensation.

**Contest Period:** Contest runs from September 4-28, 2018.

**Grand Prize:** Two Florida schools will be chosen as winners. Each school will receive a Hubert Breakfast Grab & Go cart. The value of each cart is $2500. Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by Sponsors if 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.

**How to Enter:**

K-12 Florida schools can enter the contest by following these steps:

1. Promote the contest to students in early September. Encourage them to work with others to create one of the following:
   1. A song or jingle about breakfast and why it’s important every day.
   2. A breakfast morning announcement audio or video.
2. The content should be no longer than 1 minute in length. They should be submitted in the following formats:
   1. Video format: MOV or MP4
   2. Audio: .m4a
3. Collect student entries by September 28, 2018. If more than 5 entries are submitted, hold a contest in your school to select top winners. There is no limit on students per group, just a limit on entries.
4. By October 5, 2018, email your entree(s) to [fueluptoplay60@floridamilk.com](mailto:fueluptoplay60@floridamilk.com). Please make sure the document is sent as an attachment. In the email please include your name, school and county. Submit all your entrees in one email, if space permits. If files are too large to attach to an email, please use Dropbox or others to transfer the files to us.
5. The scoring rubric will include:

|  |  |
| --- | --- |
|  | Possible Points |
| Originality/Creativity | 35 |
| Includes dairy emphasis | 25 |
| Incorporates healthy nutrition messaging | 25 |
| Is no longer than 1 minute in length and submitted acceptable format | 15 |
| Total | 100 |

1. If selected as a winner, you will be contacted by October 15, 2018.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy Council of Florida/Florida Dairy Farmers, their respective parents, 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: Dairy Council of Florida, 1003 Orienta Ave., Altamonte Springs, FL 32701.

**Sponsor:** Dairy Council of Florida, 1003 Orienta Ave., Altamonte Springs, FL 32701