

## **Florida School Breakfast ADP Contest – Spring 2018**

### **NO PURCHASE NECESSARY TO ENTER OR WIN**

**Eligibility:** All Florida schools participating in school breakfast program are eligible. It is encouraged to be a Fuel Up to Play 60 school, but not required. Employees of the Dairy Council of Florida/Florida Dairy Farmers, 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. 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 February 26, 2018 through Midnight on April 20, 2018. Winning schools will be notified by May 1, 2018.

**Grand Prize:** Three Florida schools will be chosen as winners. Winners will be selected based on the highest year-over-year (February 26, 2018-April 20, 2018 versus February 27, 2017 – April 21, 2017), change for average daily breakfast participation and milk consumption in their school. The 3 winning schools will be awarded a choice between 5 foodservice equipment packages or a cafeteria signage package. The signage package is to be chosen from [LoveYourLunchRoom.com](http://LoveYourLunchRoom.com). Each winning school can choose one package valued at up to \$2,500. 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.

#### **How to Enter and Win:**

Florida schools can enter the contest by following these steps:

1. Email [fueluptoplay60@floridamilk.com](mailto:fueluptoplay60@floridamilk.com) prior to February 26, 2018 saying that you plan to participate. In the email, please include your name, school and contact information.
2. Keep track of the 8-week average daily breakfast participation numbers to compare year-over-year results. In addition, keep track of milk units sold during breakfast. The comparison will be based on the same time periods (February 26, 2018-April 20, 2018 versus February 27, 2017 – April 21, 2017).
3. By midnight on April 26, 2018 submit an ADP and milk sales report using your district foodservice software. Make sure to use the correct timeframe: February 26, 2018-April 20, 2018 versus February 27, 2017 – April 21, 2017. The reports should be emailed to [fueluptoplay60@floridamilk.com](mailto:fueluptoplay60@floridamilk.com). Please include your name, school and contact information.
4. If selected as a winner, you will be asked to select between one of six foodservice prize packages.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy Council of Florida/Florida Dairy Farmers, the NFL Entities (as defined below), 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

The NFL, its member professional football clubs, 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, shareholders, officers, directors, agents, representatives and employees (collectively, the "NFL Entities") will have no liability or responsibility for any claim arising in connection with participation in this contest or any prize awarded. The NFL Entities have not offered or sponsored this contest in any way.