

2017 Fuel Up to Play 60 Touchdown Challenge

NO PURCHASE NECESSARY TO ENTER OR WIN

Eligibility: This contest is open only to Florida residents. If contest winner is under the age of 18, they must receive consent from a legal parent/guardian who is 18 years of age or older as of August 19, 2017. Employees of Florida Dairy Farmers, the NFL Entities (as defined below), partners, affiliates and immediate family members of such employees are not eligible. "Immediate family" includes only spouses, parents, siblings and children. To claim prize, winner or legal parent/guardian (if required) must email/ fax a copy of a valid driver's license. The winner or legal parent/ guardian (if required) may be required to sign legal documents or provide additional proof of eligibility. By 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 1, 2017 until April 2, 2018 at 11:59 p.m. All six steps must be earned no later than 11:59 p.m. on April 2, 2018. The geographic area of this promotion is the state of Florida. Entrants must have a parent/guardian 18 years of age or older. Other eligibility limitations apply. See restrictions above. The sponsor of this contest is Dairy Council of Florida.

Prize: Three schools will be selected (on the first calendar day of each month during the contest period) to receive an NFL prize pack. There will be one school selected in each market each month (see attached map for designated markets). Once a school wins, they are not eligible to win again during the specified contest timeframe. 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/her tax return that is valued at \$600.00 or greater.

How to Enter and Win: NO PURCHASE NECESSARY TO WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. Score a touchdown by completing all six Fuel Up to Play 60 steps by April 2, 2018. Winners will be randomly selected.

One school per market (total of three winning schools per month – see attached map for designated markets) will be selected on the first calendar day of the following months:

- October 2017
- November 2017
- December 2017
- January 2018
- February 2018
- March 2018
- April 2018

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Florida Dairy Farmers, 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: 1003 Orienta Avenue, Altamonte Springs, FL 32701.

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The National Football League, its member professional football clubs, NFL Ventures, Inc., NFL Ventures, L.P., NFL Properties LLC, NFL Enterprises LLC and each of their respective subsidiaries, affiliates, owners, 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 sweepstakes or any prize awarded. The NFL Entities have not offered or sponsored this sweepstakes in any way.



Team Territories

JAGUARS

BUCCANEERS

DOLPHINS