

## **Gridiron Cooking Challenge**

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

**Eligibility:** Florida elementary and middle school only (must be ten years of age or older). 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.

**Contest Period:** Contest runs from January 9, 2017 through Midnight on March 3, 2017. Finalists will be notified by March 17, 2017.

**Prize:** 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. Winning teams understand that they must claim a prize award on their tax return that is valued at \$600.00 or greater.

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

##### **“Gridiron Cooking Challenge”**

Statewide recipe competition. Adult will help four students (ages 10 and up) to create an original, healthy recipe that includes dairy. The recipe can be breakfast, lunch, dinner, dessert or a snack. The recipe must be able to be prepared in 60 minutes. Every entry needs to include the entry form with school information, complete recipe and a photo of the prepared item. Recipes will be judged by a panel composed of Dairy Council of Florida staff. Scoring rubric will include:

	Possible points
Enhancement of recipe with dairy products	25
Use of healthy ingredients	10
Clearness and accuracy of recipe	15
Appearance of prepared food	15
Originality	20
Creativity	15
<b>Total:</b>	100

Teams with the top 4 recipes in each NFL Market (Tampa Bay Buccaneers, Miami Dolphins, Jacksonville Jaguars – map of territories attached) will compete at facility (respectively: One Buc Place, Doctors Hospital Training Facility, EverBank Field) for grand prize. Students teams will create their recipe on-site (all equipment and food (gift card for teams to purchase before event) to be provided by Dairy Council of Florida contingent upon teams submitting a waiver) and a panel of judges will use a version of the above rubric (modified to include taste of recipe.) Program Advisors are required to be present to oversee their student team but should let students do the cooking. Judges’ scores will be averaged and the highest average score will win the grand prize.

\*In the event of a tie, tiebreaker will be based on highest score of 1) originality. If originality scores are tied, tiebreaker will be based on score of 2) enhancement of recipe with dairy products.

**Grand prize:** The winning team in each NFL market will receive an equipment prize pack for their school valued at up to \$2500 and each student member on the winning team will win an iPad mini and other cool prizes.

**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.



# Florida's Counties



## Team Territories

**JAGUARS**

**BUCCANEERS**

**DOLPHINS**