**#Fuel Up w/T-Rac**

**NO PURCHASE NECESSARY TO ENTER OR WIN**

**Eligibility:** TN FUTP60 Schools in Titans region (North Alabama, Tennessee, and Southern Kentucky) is eligible to participate. Employees of The Dairy Alliance, Tennessee 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 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 The Dairy Alliance and its affiliates, without further compensation.

**Contest Period:** Contest runs from January 18, 2021 through Midnight on February 9, 2021. Finalists will be notified after the National Football League’s Super Bowl Week on February 12, 2021.

**Grand Prize:** Four classrooms will be named winners and awarded a surprise visit by Tennessee Titans Mascot T-Rac. (either live or virtual as guided by the COVID-19 policies). The winning classroom will receive a special Titan’s autographed football to be given to a student in a random drawing. All students in the winning classroom will receive a Titan’s T-Shirt and other sur-prizes! The teachers of the winning classrooms will receive a special Fuel Up Prize pack. The winners will be announced during the National Football League’s Classrooms can *get in the game and score the win* by snapping a picture or video of Student Milk Mustaches and posting on social media Facebook/Instagram/twitter and tag, #Titans; #Titans-T-Rac; # Got Milk. The milk mustaches may be made with real milk, stickers, or any other creative way. Winning classrooms will receive a special visit from T-Rac (either live or virtual as guided by the COVID-19 policies) and autographed Titans’ swag. 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 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:**

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Adult school leaders’ steps to enter:

1. Snap a picture or video of Student Milk Mustaches and post on social media. The milk mustaches may be made with real milk, stickers, or any other creative way
2. Visit:[**thedairyalliance**.**com**](file:///C%3A%5CUsers%5Cdmckenzie%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CINetCache%5CContent.Outlook%5CVAORLS0K%5Cthedairyalliance.com)for additional ideas and nutrition information
3. Follow us on Facebook, Instagram @Titans @Titans\_TRac @ Got Milk or on Twitter @Titans, @Titans\_Trac, and @Got Milk.
4. Post student photos with Milk Mustache and tag Instagram @Titans @Titans\_TRac @ Got Milk on either Facebook, Instagram, or Twitter.
5. Watch your Facebook/Instagram/Twitter inbox, that is how we will be notifying our winner!
6. Please send a copy of your social media photo to your local The Dairy Alliance contact so we can follow your post.

Scoring rubric will include:

|  |  |
| --- | --- |
|  | Possible points |
| Show the T-Rac Video –**Fuel Up w/T-Rac** to your classroom. Share a review with your local Dairy Alliance staff person. | 25 |
| Classrooms can *get in the game and score the win* by snapping a picture or video of Student Milk Mustaches and posting on social media at Facebook, Instagram @Titans @Titans\_TRac @ Got Milk @ The Dairy Alliance. Think Originality/Creativity | 50 |
| Photo Quality | 25 |
| **Total:**  | 100 |

\*In the event of a tie, tiebreaker will be based on highest score of 1) originality on Social Media. If originality scores are tied, tiebreaker will be based on score of 2) photo quality.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., The Dairy Alliance/Tennessee 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: The Dairy Alliance,

330 Franklin Road, Ste 135A-440, Brentwood, TN. 37027

**Sponsor:** The Dairy Alliance, 330 Franklin Road, Ste 135A-440, Brentwood, TN. 37027

Participant irrevocably waives all claims against 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, shareholders, officers, directors, agents, representatives and employees (collectively, the “NFL Entities”) and agrees that the NFL 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.