

Denver Broncos Game Day Tickets

NO PURCHASE NECESSARY TO ENTER OR WIN. MANY WILL ENTER, FEW WILL WIN.

Eligibility: K-12th grade schools in the state of Colorado that are enrolled in Fuel Up to Play 60, have completed **three (3)** Fuel Up to Play 60 steps on the fueluptoplay60.com dashboard and have at least one (1) student ambassador enrolled at the school.

Employees of Western Dairy Association, the 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 October 1st, 2017 thru October 30th, 2017. Fuel Up to Play 60 Program Advisor of winning school will be notified by November 6th, 2017.

Prize: Winning school will receive eight (8) student tickets and two (2) adult tickets to the Denver Broncos versus New England Patriots game on November 12th, 2017. Employee(s) of Western Dairy Association will coordinate ticket delivery with winning school prior to the game. Winning schools are required to provide their own transportation to and from Sports Authority Field at Mile High.

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 or her tax return that is valued at \$600.00 or greater.

How to Enter and Win:

To Enter: Enroll in FUTP60 on the fueluptoplay60.com website and complete three of the FUTP60 steps prior to the end of the contest period. Additionally, one student enrolled under the school must reach Student Ambassador level (45,000 points) by contest end. Contest period ends 11:59 p.m. MST on October 30th, 2017.

To win: Winner will be randomly selected from eligible schools.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Western Dairy Association, 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: 12134 Grant Way Thornton, CO 80241

Sponsor: Western Dairy Association, 12134 Grant Way Thornton, CO 80241

The NFL, its member professional football clubs and owners, 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") 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.