

## **FLAG-In-Schools Coach of the Year Nomination**

Does your school love your NFL FLAG-In-School kit? Tell us during the FLAG-In-Schools Coach of the Year Contest!

The contest runs **September 1 through October 13**.

### **To enter the contest:**

Complete the form and upload a video or photo to <https://flag.genyouthnow.org/> of your nominee equipping, engaging, and empowering youth to be physically active.

They could win an NFL FLAG-In-School kit and be recognized at GENYOUth's 2022 Galabration!

### **SEE FULL OFFICIAL RULES BELOW**

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT IMPROVE YOUR CHANCES OF WINNING.

By entering a nomination for the Coach of the Year Contest ("Contest") you are agreeing to the rules set forth below.

**1. Eligibility:** FLAG-In-Schools Coach of the Year Contest is open to all those nominees and nominators 18 years of age and older. Employees of Dairy Management Inc., National Dairy Council, 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 to submit an entry or be nominated. Void where prohibited.

**2. How to Enter:** Beginning at 12:00:01 am Eastern Time ("ET") on 9/1/2021 and ending at 11:59:59 pm ET on 10/13/2021 (the "Contest Entry Period"), eligible entrants may submit one (1) entry into the contest by completing the form and uploading a photo or video to <https://flag.genyouthnow.org/> that shows their nominee equipping, engaging and/or empowering youth to be physically active ("Entry"). Limit one (1) Entry per school/organization. At the conclusion of the Contest Entry Period, contest judges will select five (5) winners and one (1) grand prize winner based on the judging criteria below. Sponsor reserves the right in its sole discretion to disqualify any individual who tampers with the entry process. Entries may be subject to verification of eligibility prior to judging. Sponsor is not responsible for lost, late, misdirected, damaged or incomplete Entries, or for transactions that are processed late, incorrectly computed, or are lost because of computer error or malfunctions, all of which are void.

**3. Judging:** Within a period of 14 days of the end of the Contest Entry Period, a panel of judges selected by GENYOUth will review the Entries that have met all of the entry requirements. All Valid Entries will be judged on the following criteria breakdown:

- 40 Points: Sport is Flag and/or traditional football
- 20 Points: Fuel Up to Play 60 enrolled school
- 10 Points: F/R% eligibility - Whereby 40%+ of the students enrolled qualify for the National School Lunch program based on household income
- 10 Points: Hispanic% - Whereby 40%+ of the student population identifies as Hispanic)

- 5 to 20 points: Enrollment size – Sliding scale whereby <300 students earns 5 points, 301 – 500 earns 10 points, 501 – 750 earns 15 points, and >751 earns 20 points.

**4. Prizes:** The Entry that receives the most points or is deemed to be the best Entry among multiple entries that are tied for the most points will be awarded the Grand Prize Winner. The Grand Prize winner will receive an NFL FLAG-In-School kit for their school and be recognized at GENYOUth's Galabration in the spring of 2022. Grand Prize retail value: \$410. The five (5) Entries that receive the next highest points or are deemed to be the best Entries from among multiple entries that are tied for the next highest points will be awarded First Prize Winners. The five (5) First Prize winners will each receive an NFL FLAG-In-School kit for their school, valued at \$410. Total prize pool value: \$2,460. Prizes are non-transferable. Federal, state, and local taxes, if any, are the sole responsibility of winners. Sponsor reserves the right in its sole discretion to substitute a prize with one of comparable or greater value. PRIZES WILL BE AWARDED "AS IS" WITH NO WARRANTY OR GUARANTEE, EITHER EXPRESSED OR IMPLIED, BY SPONSOR.

**5. Winner Notification/Prize Claims:** All winning entries will be notified via the nominators email account from which they shared their winning Entry within three (3) weeks of the Contest Entry Period end. Prizes will be sent to an address provided by the winner. It is the responsibility of the winner to provide an accurate mailing address to receive their prize.

**6. Additional Terms:** By accepting a prize, winner consents to the use of his/her name for advertising and promotional purposes without additional compensation, except where prohibited by law. By acceptance of a prize, winner agrees to release, discharge, and hold harmless Sponsor, 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 Contest materials ("Releasees"), from all claims or damages arising out of participation in both this offer and/or Contest and/or acceptance of any prize or offer, including any injuries or damages of any kind sustained in connection with the use, acceptance, possession or awarding of any prize. Sponsor reserves the right to modify prize award procedures at its discretion. Subject to applicable Federal, state, and local laws and regulations.

**7. Entry Requirements.** By submitting an Entry, you warrant and represent that:

- (a) the Entry is your original work and has not been previously published nor has it won previous awards;
- (b) the Entry does not violate any person's right of privacy and that you have received the required legal consent from all subjects in your Entry or the parents of subjects in your Entry, as may be applicable. Sponsor reserves the right to require entrants to submit evidence of such legal consent, which may include a signed waiver from the subject. NOTE: Waiver requirements vary by jurisdiction, and the entrant is responsible for obtaining a legally enforceable waiver from any Entry subject;
- (c) the Entry is an original work of authorship and does not violate any third party's proprietary or intellectual property rights. If the content infringes on any intellectual property rights of a third party, the entrant shall be disqualified at the sole discretion of the Sponsor and shall, at entrant's sole expense, defend or settle such claims and indemnify, defend and hold harmless Sponsor from all and against any suit, proceeding, claim, liability, loss, damage, costs or expenses arising from such infringement of any third party's rights; and,

All Entries must comply with the following guidelines. Failure to comply with these guidelines may result in disqualification of entry.

- Entries cannot be sexually explicit or suggestive, unnecessarily violent, or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity;
- Entries cannot promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message;
- Entries cannot be obscene or offensive, endorse any form of hate or hate group;
- Entries cannot defame, misrepresent or contain disparaging remarks about Sponsor or its products, or other people, products or companies;
- Entries cannot contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind, without permission, or contain any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- Entries cannot contain copyrighted materials owned by others (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; Sponsor does not permit the infringement of others' rights and any use of materials not original to the entrant (except copyrighted materials owned by Sponsor) is grounds for disqualification. Do not copy your favorite movie, book or photo or include materials, images, graphics, music or trademarks belonging to any third parties or incorporate the names, voices, likeness or personas of any party other than yourself unless you have obtained all rights necessary to permit you to use same in connection with your Entry and grant the rights herein granted to Sponsor;
- No background artwork should appear in any Entry unless it is your original work. Any artwork, murals, etc., that can be seen in Entry must be created solely by you or you must be the sole owner of all copyright interests therein;
- Entries cannot contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead;
- Entries cannot communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate (as determined by Sponsor in its sole discretion); and
- Entries cannot depict violations of law, and cannot itself, be in violation of any law.

**8. Limitation of Liability:** Releasees are not responsible for printing, typographical, human or other errors of any kind in any contest-related materials; for stolen, lost, late, misdirected, damaged,

incomplete, illegible entries; or for transactions that are lost, misdirected, or fail to enter into the processing system, or are processed, reported, or transmitted late or incorrectly, or are lost for any reason, including computer, telephonic, paper-transfer, or human error, or electronic, computer, or telephonic malfunction, damage, error, omission, interruption, defect, delay in operation or transmission, or any combination thereof. If, for any reason, this contest is not capable of running as planned, or infection by computer viruses, bugs, tampering, unauthorized intervention, fraud, actions of participants, technical failures, or any other causes corrupt or affect the administration, security, fairness, integrity, or proper conduct of the contest, Sponsor reserves the right in its sole discretion to disqualify any entry or participant and/or to cancel, terminate, modify, or suspend the contest and award a prize from among all eligible non-suspect entries validly received prior to the action requiring such modification. By entering, all participants agree that this contest is governed by laws of the state of Illinois for the resolution of all claims and disputes (excluding any claims against or disputes involving parties other than Sponsor relating to any prize awarded in the contest). CAUTION: ANY ATTEMPT BY A PARTICIPANT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PARTICIPANT TO THE FULLEST EXTENT OF THE LAW.

**9. Winners List:** To receive a list of winners, mail a self-addressed, stamped envelope to: MMS Education - One Summit Square, 1717 Langhorne-Newtown Road, Suite 301, Langhorne, PA 19047.

**10. Sponsor:** Dairy Management Inc., 10255 West Higgins Rd., Suite 900, Rosemont, IL 60018.

**11. Contest Administrator:** MMS Education, One Summit Square, 1717 Langhorne-Newtown Road, Suite 301, Langhorne, PA 19047.

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