



## ***Fuel Up to Play 60/Back to Football Friday Photo Contest***

Thank you for taking part in the “Back to Football Friday” photo contest and showing that the dairy producers and staff and others who drive the dairy checkoff have nationwide pride in our partnership with the National Football League (NFL) that has built *Fuel Up to Play 60*!

As part of its promotion for “Back to Football Friday,” the NFL is asking its corporate partners (that’s the National Dairy Council®) and sponsors to show their pride in the NFL and its 32 teams. We’re asking dairy producers, checkoff staff and others who work with us to take high-energy, creative photos displaying that pride, so we can submit as many as possible to the NFL.

Prizes for creative and spirited photos include a visit by an NFL player to your farm!

Here are some suggestions on your photo(s) to get you started:

**BE CREATIVE!** Use NFL jerseys, T-shirts, flags, caps, blankets, posters, anything NFL or team-related to dress up the scene, yourselves, your family, your friends, your cows – go hog (cow?) wild!

**BE ENERGETIC!** Show action and passion for our NFL partnership and *Fuel Up to Play 60*!

**BE APPROPRIATE!** Don’t put on film anything that you wouldn’t want to get out in public, because we may use some of these photos at dairy shows and meetings to help celebrate our partnership. Let’s not have anything we need to apologize for!

There are three ways to send us your photo(s) demonstrating your pride. Be sure to include your contact information when you submit your entries. (\* full photo contest disclaimer can be found at [backtofootballcelebration.com](http://backtofootballcelebration.com). Participants must agree to conditions in disclaimer in order to participate in the contest. We will mail disclaimer to you upon request. )

- Upload your photo(s) to [www.backtofootballcelebration.com](http://www.backtofootballcelebration.com)
- E-mail your photo(s) to [backtofootballcelebration@rosedmi.com](mailto:backtofootballcelebration@rosedmi.com)
- Mail your photo(s) to: Dairy Management, Inc.  
Attn: Nevenka Tomic  
10255 West Higgins Road  
Suite 900  
Rosemont, IL 60018

If you have any questions, please contact Nevenka Tomic at (800) 85-DAIRY (853-2479) or [nevenka.tomic@rosedmi.com](mailto:nevenka.tomic@rosedmi.com)

You can start submitting photos now. The deadline to enter is Sept. 14. Good luck, have fun and let’s show the NFL that dairy people are winners!



This is an agreement between you and Dairy Management Inc. ("DMI") and signifies your acceptance of these Terms and Conditions as well as your consent and release for the use of your pictures or photos (collectively "Photos") in The Back to Football Friday "Show Your Pride" Photo Contest as described in this agreement.

Please try to be sure that your Photos do not contain any visible logos, drawings, cartoons, photographs, pictures, phrases or trademarks or other third party materials other than the following: NFL Logos; NFL Team Logos; FUTP60 Logos. Please do not submit any Photos unless you have shot it yourself or have obtained all necessary rights from the person who shot it.

The User has no claim to their Photos actually being used in the Back to Football Friday "Show Your Pride" Photo Contest. The User has no right to compensation for their Photos.

By uploading, submitting, e-mailing or otherwise providing DMI with Photos, the user grants DMI the right, for the duration of this agreement and free of charge, to save the Photos, in their entirety or in part, convert the photos to alternative file formats and to publish the Photos and/or to releases the Photos in their digital form consistent with the uses described in this agreement.

Use of My Photos. By uploading, submitting, e-mailing or otherwise providing Photos, I hereby grant to Dairy Management Inc. ("DMI"), its subsidiaries, successors, licensees, agents and assigns, and others working for or on behalf of any of them (collectively, the "Permitted Parties") the unlimited right and permission to use the Photos, which DMI may edit or alter as it sees fit, and my image, picture, likeness, statements, name, and/or biographical information as well as any other information I provide to DMI, and any material based thereon or derived there from, edited or altered as DMI in its sole discretion so chooses, to create and produce unlimited advertising, marketing and promotional materials (collectively, the "Materials") and to distribute, publish, exhibit, digitize, broadcast, display, reproduce and otherwise use the Photos and the Materials in any manner, venue or media (whether now known or hereafter devised), anywhere in the world, at any time, for any lawful purpose, including, without limitation, for the purposes of advertising, trade and merchandising in connection with DMI and its products and services.

No Purchase Necessary to Enter or Win in the Back to Football Celebration Contest. Registration ends at 11:59:59 p.m. ET on 9/15/10.

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