

Rotolo's "TOP THAT!" Pizza Recipe Contest

NO PURCHASE NECESSARY TO ENTER OR WIN

What: The Southeast United Dairy Industry Association (SUDIA) and Rotolo's Pizzeria are joining together to bring students within a 75 mile radius of New Orleans, a **TOP THAT!** Pizza Recipe Contest. It is not necessary to purchase a pizza in order to enter or win the contest. There are many ways to win and prizes will be awarded to students and schools.

Ways to win:

- The first place school winner will receive \$3000 and a pep rally with a Saints player.
- The first place student winner will receive a \$100 NFLShop.com gift card, an autographed Saints item and 2 tickets to a Saints 2012 football game and a pizza party for 20 friends/family at a local Rotolo's.
- The second place school winner will receive a \$2000 cash prize.
- The second place student winner will receive a \$100 NFLShop.com gift card, an autographed Saints item, 2 tickets to a Saints 2012 football game.
- The third place school winner will receive a \$1000 cash prize.
- The third place student winner will receive a \$100 NFLshop.com gift card, an autographed Saints item and 2 tickets to a Saints 2012 football game.
- The school with the most recipe submissions will win a pizza party for the faculty at a local Rotolo's Pizzeria.

Eligibility: The contest is open to all accredited public, private or parochial schools within a 75 mile radius of New Orleans, LA, in parishes where Rotolo's Pizzerias are located. The school must also be actively participating in the National Dairy Council's and National Football League's "Fuel Up To Play 60" wellness program (www.fueluptoplay60.com). Employees of the Southeast United Dairy Industry Association (SUDIA), the NFL Entities (as defined below), their respective parent 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 November 14, 2011 through January 2, 2012. Winners will be notified the week of January 9, 2012.

Rules: The following are the official rules of Rotolo's Pizzeria and Southeast United Dairy Industry Association's ("SUDIA"/Fuel Up to Play 60) **TOP THAT!** Pizza Contest. Prizes will be awarded to the first, second and third place winners.

Contest Entries: During the contest period, entries can be submitted by any of the following processes:

- Posted on your Fuel Up to Play 60 Dashboard
- Emailed to lgreco@sedairy.org
- Faxed to 504-910-6359
- Submitted at your local Rotolo's Pizzeria and receive \$1.00 of your pizza order
- Completed online at the following websites: _____
- Submitted as a group project (minimum of 30 entries) can be picked up at your school by calling Linda Greco at 800-343-4693 or email lgreco@sedairy.org

Recipes must be created by the entrant, and cannot have been previously published, won another competition or contest or been used for advertising or promotional purposes.

One submission per student. Entry must (1) include a recipe name, (2) start with Rotolo's 12" whole wheat pizza crust and Rotolo's pizza sauce, (3) the pizza topping recipe must include:

- 5 oz. of ONE or any COMBINATION of the following American made cow's milk cheeses: Mozzarella, Parmesan, Cheddar or Feta
- Standard measures for all ingredients (cup, teaspoon, ounce)
- Any combination of fruits and/or vegetables
- Meat topping-optional

Submit a brief essay of 100 words or less describing how the ingredients in their pizza recipe will help them fuel up to play at least 60 minutes every day.

JUDGING:

All eligible entries submitted will be judged by a panel of judges selected by Sponsor (SUDIA and Rotolo's Pizzeria) based on ease of preparation (30%), creativity (30%), and creativity and clarity of the essay in describing how the ingredients in the pizza will fuel the body for health and physical activity (40%). Decisions of judges are final and binding in all respects.

Prizes:

First Place Winning School will receive the following:

- A pep rally with a New Orleans Saints Player.
- A cash prize of \$3000.00. Your school must use these funds to:
 - Purchase Fuel Up to Play 60 promotional materials.
 - Improve student awareness and attitudes about the importance of eating nutrient-rich foods and getting 60 minutes of physical activity each day.
 - Increase availability and consumption of nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables, and whole grains.
 - Increase opportunities for and participation in physical activity before, during and after school. (Please note: not more than 50% of the funds can be used to purchase physical fitness equipment).
- For the winning student: A \$100 NFLShop.com gift card (www.nflshop.com), an autographed Saints item, 2 tickets to a Saints game for the 2012 season and a pizza party for 20 family/friends. The party will be held at a local Rotolo's Pizzeria with the date and time to be determined by the winning party and Rotolo's.

Second Place Winning School will receive the following:

- A cash prize of \$2000.00. Your school must use these funds to:
 - Purchase Fuel Up to Play 60 promotional materials.
 - Improve student awareness and attitudes about the importance of eating nutrient-rich foods and getting 60 minutes of physical activity each day.
 - Increase availability and consumption of nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables, and whole grains.
 - Increase opportunities for and participation in physical activity before, during and after school. (Please note: not more than 50% of the funds can be used to purchase physical fitness equipment).
- For the winning student: A \$100 NFLShop.com gift card (www.nflshop.com), an autographed Saints item and 2 tickets to a Saints game for the 2012 season.

Third Place Winning School will receive the following:

- A cash prize of \$1000.00. Your school must use these funds to:
 - Purchase Fuel Up to Play 60 promotional materials.
 - Improve student awareness and attitudes about the importance of eating nutrient-rich foods and getting 60 minutes of physical activity each day.
 - Increase availability and consumption of nutrient-rich foods, including low-fat and fat-free dairy, fruits, vegetables, and whole grains.
 - Increase opportunities for and participation in physical activity before, during and after school. (Please note: not more than 50% of the funds can be used to purchase physical fitness equipment).
- For the winning student: A \$100 NFLShop.com gift card (www.nflshop.com), an autographed Saints item and 2 tickets to a Saints game for the 2012 season.

Overall School Participation Winner: The school whose students submitted the most recipes will be honored with a pizza party for the faculty. The party will be held at a local Rotolo's Pizzeria with time and date to be determined by school and Rotolo's.

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

NFL player appearance will be provided by SUDIA. SUDIA reserves the right to make adjustments to any appearances based on player availability. If the winning school falls outside of the player's acceptable traveling distance, an acceptable replacement prize will be granted. The pep rally date will be based on the player's availability and cannot be changed.

Indemnification: By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Southeast United Dairy Industry Association, the NFL Entities (as defined below), their respective partner 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, email Linda Greco at: lgreco@sedairy.org

Sponsors: This contest is sponsored by SUDIA and Rotolo's Pizzeria.

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. © 2011 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League. © 2011 NFL Properties LLC. Team names/logos/indicia are trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. © 2011 National Dairy Council®. Fuel Up is a service mark of National Dairy Council. NFL PLAYERS is a trademark of National Football League Players Incorporated

