



CELEBRATING **10** YEARS

KICKOFF!

More fun and chances to win than ever!

KICKOFF KITS!

Report your Kickoff from **August 12 - November 15** for a chance to receive a **Kickoff Kit** or a **\$200 gift card to the FUTP 60 Store!**

EDUCATORS

1. Review this Guide with other adults and students at your school — there are some great Kickoff ideas on the next page — and don't forget to participate in the **"Say Cheese" Photo Contest!**
2. [Log in](#) to the Touchdown Steps on your Dashboard to **report your Kickoff** by hitting the blue "Mark as Complete" button under the Kickoff Step — your school will then be entered for a chance to win awesome prizes!
3. Encourage your students to complete the Kickoff Challenges on their online Dashboards so they can earn Bonus Points toward becoming Ambassadors!
4. Continue tackling the Touchdown Steps throughout the school year — complete all of the Steps to become a Touchdown School and receive a **special edition 10th anniversary Touchdown School poster** to proudly display!**

STUDENTS

Set your school up for success and pump up your Points:

1. [Log in](#) to your FuelUpToPlay60.com account.
2. Take on weekly Kickoff Challenges listed on your Dashboard and earn Bonus Points to become an Ambassador and get more chances to win.

BONUS!



DID SOMEONE "SAY CHEESE"?

All schools with a completed Kickoff are eligible to enter the "Say Cheese" Photo Contest sponsored by Land O'Lakes.

HOW TO ENTER:

1. Team up with your school nutrition staff and take a picture that shows how you enjoy cheese in your school (**your school nutrition staff must be pictured!**).
2. Photos will be judged on their overall CHEESINESS, creativity and FUTP 60 team spirit.
3. Then **SUBMIT YOUR PHOTO** by publicly posting it on Facebook, Twitter or Instagram using #FuelGreatness and #FUTP60contest **OR** by emailing your photo with your name, school name and location to: **StudentAmbassador@FuelUpToPlay60.com**. Enter a different photo as many times as you like using the hashtags.

Win a Grand Prize Cheese Party with Special NFL Guests!*

*NO PURCHASE NECESSARY. Many will enter; few will win. See [Official Rules](#). The NFL Entities (as defined in Official Rules), National Football League Players Association and National Football League Players Incorporated have not offered or sponsored this sweepstakes in any way.
**Touchdown School posters are distributed each spring, while supplies last. Limit one banner per school.



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CREATE YOUR OWN KICKOFF!

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There is no wrong way to have a Kickoff in your school — get creative and think outside the box! Review the ideas on this page to get your creativity flowing!

Hold a 10-Year Themed Pep Rally!

Organize a pep rally to get everyone in your school excited about FUTP 60's 10th year. Invite students, educators and special guests to speak and build excitement!

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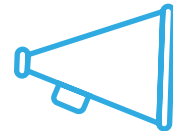


"Go Down in FUTP 60 History" News Updates!

Have you accomplished amazing things with Fuel Up to Play 60 in your school? There's no better time to start spreading the news of your accomplishments than during FUTP 60's 10th year! Get creative with your news updates: design posters, write newsletters, create social media posts and send emails!

Plan a 10th Year Spirit Week!

Pick a week during Back to School and designate it FUTP 60 10th Year Spirit Week! Make the goal of your spirit week to get more people in your school involved—from the cafeteria to PE class to the classroom!



Plan for the "Say Cheese" Photo Contest

Why not get a head start with your team on planning your photo entry into the contest? Gather your team to talk about how you will huddle up with your school nutrition staff to snap a creative photo that shows how you "Say Cheese" in your school!

Hold a Cheese-Tasting Event!

Get cheesy in your school cafeteria with a cheese-tasting event! Work with your school nutrition staff to plan and host the event — you could even raffle off prizes for different cheese-themed competitions! Maybe a contest to see who can be the first to list ten kinds of dairy cheese? It's not as ch-easy as you think!

