



Dear Play 60 Challenge Teacher,

The Buffalo Bills, Independent Health Foundation and Buffalo Niagara American Heart Association are proud to offer year-round opportunities for local students to be more physically active and make healthier eating decisions by participating in the Buffalo Bills Play 60 Challenge and the Independent Health Foundation's Fitness for Kids Challenge. We will once again celebrate this partnership by offering your classroom the opportunity to participate in the Play 60 Challenge.

We can't thank you enough for your support and all that you do for children in our community, we are looking forward to working with you again and wish you nothing but the best throughout the 2023-2024 school year.

The Play 60 Challenge is a four-week program that will start on **Monday, October 2<sup>nd</sup>**. You will receive the following items to run the Play 60 Challenge this year:

- **Play 60 Challenge Teacher Guide**: Digital program guide that provides an overview of the Play 60 Challenge.
- **Play 60 Challenge Student Notebook**: Allows students to track their activities over a four-week period (Monday, October 2<sup>nd</sup> – Sunday, October 29<sup>th</sup>) with the goal being 60 minutes each day.
- **Classroom Scoreboard**: The Classroom Scoreboard allows teachers to track the progress of their students throughout the four week challenge. Please read the Teacher's Guide for more information on how to submit your student's activity to be eligible for incentives.
- **Play 60 Challenge Player Cards**: To inspire and encourage students to participate in the Play 60 Challenge, we have provided Bills player cards as weekly incentives. Please distribute these cards to your students each week.

We look forward to working with your classroom and school throughout the year. Please see the attached documents which include the Classroom Participation Form and incentive information for students and teachers.





## Classroom Participation Form

**Teacher Name:**

**School:**

**Grade:**

**# Of Students In Your Class:**

**Phone Number:**

**Email Address:**

By completing and submitting this form you are verifying that the students in your classroom have participated in the Play 60 Challenge and that you would like your classroom to be considered for the drawing for the Play 60 Challenge incentives which are listed on the Teacher and Student Incentives sheet.

**Please nominate four students from your classroom for the opportunity to potentially win one of the Play 60 Challenge student incentives including the Bills Play 60 game celebration experience which will take place on December 31, 2023 against the New England Patriots.**

**Student Name:**

**Parent/Guardian Name:**

**Phone #:**

**Student Name:**

**Parent/Guardian Name:**

**Phone #:**

**Student Name:**

**Parent/Guardian Name:**

**Phone #:**

**Student Name:**

**Parent/Guardian Name:**

**Phone #:**

Please return this form to Preston Teague (contact information below) by **Friday, November 10<sup>th</sup> via email** (photo or scanned copy will work, please make sure the information is legible) in order to be eligible for the teacher and student incentives. **You will need to return this form via email to Preston as well as your Classroom Scoreboard to be eligible for prizing.**

Classrooms that fully participate in both the Play 60 Challenge and the Independent Health Foundation's Fitness for Kids Challenge throughout the entire school year will be eligible for the Buffalo Bills Spring Field Day Visit at your school in the Spring of 2024 (mutually agreed upon date and number of students with the selected school).

**Preston Teague – Buffalo Bills Sr. Director of Youth Football and Programs**

**Email: [Preston.Teague@bills.nfl.net](mailto:Preston.Teague@bills.nfl.net)**



**American  
Heart  
Association.**





## Play 60 Challenge Teacher & Student Incentives

As a thank you for your participation in the Play 60 Challenge program, teachers who turn in their Classroom Participation Form and their completed Classroom Scoreboard by Friday, November 10<sup>th</sup> have the opportunity to win a number of incentives for themselves and their students. Please see the list of incentives below that will be randomly distributed to participating teachers and students.

**Incentive #1:** The Buffalo Bills will select **12 students** that completed the Play 60 Challenge, whose teacher turns in their Classroom Participation Form and their Scoreboard by November 10<sup>th</sup> to participate in the Play 60 game celebration during the Bills vs. New England Patriots game. Winners will receive outdoor tickets for themselves and two guests to the game, a Bills Merchandise package and will be recognized on the field during the game.

**Incentive #2:** Ten teachers and ten students will be randomly selected to receive the following participation incentives:

**Teacher Incentives:**

- \$200 Visa Gift Card
- \$150 Nike Gift Card
- \$100 Wegmans Gift Card
- Wireless Headphones
- Smart Fitness Watch
- Buffalo Bills Computer Bag
- #86 Dalton Kincaid Autographed Football
- #17 Josh Allen Autographed Jersey
- #73 Dion Dawkins Autographed Football
- # 58 Matt Milano Autographed Helmet

**Student Incentives:**

- \$100 Visa Gift Card
- \$100 Nike Gift Card
- \$100 Wegmans Gift Card
- \$100 New Era Cap Gift Card
- Bills Backpack & Fan Package
- #86 Dalton Kincaid Autographed Cleat
- #88 Dawson Knox Autographed Football
- #17 Josh Allen Autographed Helmet
- #7 Taron Johnson Autographed Mini Helmet
- #4 James Cook Autographed Cleat

**Incentive #3:** The Bills will host a Field Day visit at a randomly selected school on a mutually agreed upon date and number of students in Spring 2024. In order to be eligible for the Spring Field Day visit, your classroom will be required to turn in the Play 60 Challenge Classroom Participation Form, Classroom Scoreboard, and track your school's Fitness for Kids Challenge participation from November-May (including healthy policy/change).

**You must turn in a scanned copy or high resolution photo of your Classroom Participation Form and Classroom Scoreboard to Preston Teague by Friday, November 10<sup>th</sup> via email to be eligible for the incentives above.**

Preston Teague – Buffalo Bills Sr. Director of Youth Football and Programs  
Email: [Preston.Teague@bills.nfl.net](mailto:Preston.Teague@bills.nfl.net)



**Contest Official Rules**  
**NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.**

Purchase does not increase chance of winning.

1. **NO PURCHASE NECESSARY TO ENTER OR WIN.** Participation constitutes your (each eligible person to enter is an (“Entrant”)) full and unconditional acceptance of these Official Rules. The information in Rule No. 2 outlines the specifics for this Contest.

2. **Name of Contest:** Buffalo Bills Play 60 Challenge

**Contest Period:** Begins 8:00 a.m. ET on October 2, 2023 and ends at 5:00 p.m. ET on October 29, 2023. (the “Contest Period”)

**Selection Date:** On or around November 10, 2023.

**Program Incentive Prize Descriptions:**

a. **Program Incentive # 1:** To be eligible, participants must complete the Play 60 Challenge and submit a Classroom Participation Form and Classroom Scoreboard. The Classroom Participation Form and Classroom Scoreboard must be submitted by the classroom teacher by 11:59 p.m. ET on November 10, 2023. The Buffalo Bills will select twelve (12) eligible students to receive:

- (a) Three (3) individual game tickets for the Buffalo Bills’ home game on December 31, 2023,
- (b) A Bills Merchandise package, and
- (c) On-field recognition during the designated game.

b. **Program Incentive # 2:** To be eligible, participants must complete the Play 60 Challenge and submit a Classroom Participation Form and Classroom Scoreboard. The Classroom Participation Form and Classroom Scoreboard must be submitted by the classroom teacher by 11:59 p.m. ET on November 10, 2023. The Buffalo Bills will select ten (10) Teachers and ten (10) Students to receive various prizes at the Bills sole discretion including, but not limited to:

- (a) Buffalo Bills branded clothing, (Bills Backpack & Fan Package – Estimated Value \$75, Buffalo Bills Computer Bag – Estimated Value \$100)
- (b) Buffalo Bills Autographed Merchandise, (#86 Dalton Kincaid Autographed Cleat – Estimated Value - \$100, #86 Dalton Kincaid Autographed Football – Estimated Value \$250, #88 Dawson Knox Autographed Football Estimated Value \$250, #17 Josh Allen Autographed Jersey – Estimated Value \$900, #17 Josh Allen Autographed Helmet- Estimated Value \$800, #73 Dion Dawkins Autographed Football – Estimated Value \$250, #7 Taron Johnson Autographed Mini Helmet – Estimated value \$100, # 58 Matt Milano Autographed Helmet Estimated Value - \$300, #4 James Cook Autographed Cleat – Estimated Value - \$100).
- (c) Gift Cards (\$200 Visa Gift Card, \$100 Visa Gift Card, \$150 Nike Gift Card, \$100 Nike Gift Card, \$100 Wegmans Gift Card, \$100 Wegmans Gift Card, \$100 New Era Cap Gift Card) and/or
- (d) Electronics (Smart Fitness Watch – Estimated Value \$150, Wireless Headphones – Estimated Value \$170).

c. **Program Incentive # 3:** To be eligible, the Teacher must submit the Play 60 Challenge Classroom Participation Form and Classroom Scoreboard for each student in their respective classrooms. In addition,

The Bills will host a Field Day visit at a selected school at a mutually agreed upon date and number of students in the Spring of 2024. In order to be eligible for the Spring Field Day visit, your classroom will be required to turn in the Play 60 Challenge Classroom Participation Form, Classroom Scoreboard and track your school’s Fitness for Kids Challenge participation from November-May (including healthy policy/change).

**Quantity of Prizes to be Given Away:** One (1) of each of the three (3) Program Incentive Prizes described above.

**Sponsor(s):** Buffalo Bills, LLC, One Bills Drive, Orchard Park, NY 14127; Independent Health Foundation; Buffalo Niagara American Heart Association.

3. **Open to primary school classrooms** within the following counties in New York State: Allegany County, Cattaraugus County, Chautauqua County, Erie County, Genesee County, Niagara County, Orleans County, and Wyoming County.

4. **HOW TO ENTER.** Teachers must register their classroom as a Play 60 Challenge/Fitness For Kids Challenge classroom and receive a classroom kit from the Buffalo Bills and Independent Health Foundation. Teachers must follow the instructions in their classroom kit and turn in their Play 60 Challenge Classroom Participation Form and Classroom Scoreboard to Preston Teague the Buffalo Bills Sr. Director of Youth Football and Programs by 11:59 p.m. Friday, November 10, 2023 to be eligible for all Program Incentives. All classrooms whose teacher or school representative turn in their Play 60 Challenge Classroom Participation Form will be eligible for the Program Incentives. The recipients of each Program Incentive will be selected by the Buffalo Bills.

5. **PRIZES AND ODDS OF WINNING.** Winners of the Program Incentives will be selected from the entered classrooms showing the highest participation levels on or about the Selection Date stated in Rule No. 2. The Prize description and quantity of Prizes to be given away are stated in Rule No. 2. Prize consists of only those items specifically listed as part of the prize. The odds of winning a prize are dependent upon the number of entries. All prizes stated in Rule No. 2 will be awarded, assuming sufficient entries. The random selection and awarding of prize(s) will be conducted under the supervision of the Buffalo Bills, whose decisions are final and binding in all matters pertaining to this Contest. Entrants agree to be bound by these Official Rules.

6. **GENERAL CONDITIONS.** Potential winners will be notified via the contact information provided by the teacher who registered their classroom; potential winners must reply to the notification within forty-eight (48) hours, or the prize may be forfeited and an alternate winner will be selected. If the reply is received within the deadline, the potential winner and/or the associated school and students may be required to sign and return an Affidavit of Eligibility and Release of Publicity and Liability upon notification. In the event of noncompliance, if a winner cannot be reached, or if a prize is returned as unclaimed or undeliverable, that prize will be forfeited and an alternate winner will be selected. No substitution of any prizes will be offered. No prize transfer permitted. If a prize is unavailable, Sponsor reserves the sole right to substitute a prize of equal or greater value. Limit one prize per person. All taxes, fees, surcharges on prizes, and travel and lodging costs are the sole responsibility of the prize winner(s). To participate in the Program Incentive Prize, winning entrants may be required to obtain parental consent for the classroom participants and may be required to obtain parental or other supervision for the classroom participants in participating in or accepting the Program Incentive Prize. By participating and accepting a prize, where permitted by law, each winner grants to Sponsor (and agrees to obtain same from classroom participants and their parents/legal guardians for the benefit of Sponsor, and winner agrees to confirm that grant in writing) and those acting pursuant to the authority of Sponsor, the right to print, publish, broadcast, and use, worldwide in any medium now known or hereafter developed, including but not limited to the World Wide Web, at any time(s), that winner/classroom participant’s name, portrait, picture, voice, likeness, and biographical information as news or information and for advertising and promotional purposes without additional compensation or review. The winner and/or classroom participants, as applicable, must provide their own transportation, as applicable for the Program Incentive Prize, and any transportation costs shall be the sole responsibility of the winner.

7. **RELEASE OF LIABILITY.** All entrants agree to hold harmless and release the Buffalo Bills, the National Football League and its member clubs, Independent Health Foundation, Buffalo Niagara American Heart Association, and their parent companies, affiliates, subsidiaries, officers, directors, agents, employees, and all others associated with the development and execution of this Contest from any and all liability with respect to or in any way arising from this Contest and acceptance, possession, use, or misuse of a prize, including but not limited to liability for personal injury, bodily injury including wrongful death, damage to property, and damage or loss of any other kind. Sponsor is not responsible for prize quality or utility. Sponsor is not responsible for any incorrect or inaccurate information, whether caused by Website users, by any of the equipment or programming associated with or used in the Contest, or by any technical or human error that may occur in the processing of submissions in the Contest. Sponsor assumes no responsibility for any error; omission; interruption; deletion; defect; delay in operation or transmission; communications-line failure; theft, destruction, unauthorized access to, or alteration of entries. Sponsor is not responsible for any problems or technical malfunction of any telephone network or lines; computer online systems, servers, or providers; computer equipment; computer software; or failure of entry on account of technical problems. Sponsor is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest or defraud Sponsor in any way will be prosecuted to the fullest extent of the law. Participants who engage in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Contest is not capable of running as planned, due to, but without limitation, infection by computer virus, worm, or bugs; tampering; unauthorized intervention; fraud; technical failures; or any other causes beyond the control of Sponsor, that in the sole opinion of Sponsor, could corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, Sponsor reserves the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

8. **DISPUTES: THIS CONTEST IS GOVERNED BY THE LAWS OF THE STATE OF NEW YORK.** As a condition of participating in this Contest, participant agrees that any and all disputes that cannot be resolved between the parties, and causes of action arising out of or connected with this Contest, shall be resolved individually, without resort to any form of class action, exclusively by arbitration in a location selected solely by Sponsor. Further, in any such dispute, under no circumstances will participant be permitted to obtain awards for, and hereby waives all rights to claim punitive, incidental, or consequential damages, including reasonable attorney fees, other than participants' actual out-of-pocket expenses (i.e., costs associated with entering this Contest), and participant further waives all rights to have damages multiplied or increased.

9. **WINNER(S) LIST.** To receive a copy of the winner list, send a self-addressed stamped envelope to the address below to: Play 60 Challenge c/o Buffalo Bills, LLC, Attn: Preston Teague, One Bills Drive, Orchard Park, NY 14127 within ninety (90) days of the Contest Selection Date.