

OFFICIAL RULES

OAK FARMS \$7,500 TEXAS STUDENT GIVEAWAY

Five Selected Students — Five \$1,500 Prizes

NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE THE CHANCES OF SELECTION. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Sponsor and Promotion Administrator

The Oak Farms \$7,500 Texas Student Giveaway (“Giveaway”) is sponsored by **Southern Foods Group, LLC, doing business as Oak Farms Dairy, a division of DFA Dairy Brands Fluid, LLC** (“Sponsor” or “Oak Farms Dairy”), located at:

**1405 N. 98th St.
Kansas City, KS 66111**

Website: <https://oakfarmsdairy.com/>

Contact Email: oakfarms@qnycreative.com

QNY Creative LLC (“QNY”) serves as the promotion administrator and marketing agency for the Giveaway and acts on Sponsor’s behalf in connection with the administration and marketing of the Giveaway, including processing nominations, facilitating communications, conducting or assisting with eligibility verification, and coordinating prize administration. QNY is not the Sponsor and does not fund or provide the prizes. Sponsor retains responsibility for the Giveaway, including the funding, fulfillment, and awarding of all prizes.

The Giveaway is subject to these Official Rules and all applicable federal, state, and local laws and regulations.

By submitting a nomination, each nominator agrees to comply with and be bound by these Official Rules.

2. Giveaway Period

The Giveaway begins on **September 4, 2026 at 5:00 p.m. Central Time (“CT”)** and ends on **September 25, 2026 at 5:00 p.m. CT** (“Giveaway Period”).

All nominations must be submitted and received during the Giveaway Period.

Sponsor’s electronic system, or the electronic system used by QNY on Sponsor’s behalf, will serve as the official timekeeping device.

3. Participating Metropolitan Areas

The Giveaway includes the following five Texas metropolitan areas:

1. Dallas
2. Austin
3. Houston
4. San Antonio
5. Tyler

One eligible student will be selected from each participating metropolitan area.

A student's participating metropolitan area will be determined based on the location of the school the student attends, not the residence of the nominator.

Each eligible student may participate in only one metropolitan-area drawing.

Sponsor will determine the applicable metropolitan area based on the student's school location and Sponsor's designated geographic boundaries for each participating market.

4. Student Eligibility

To be eligible for nomination, a student must:

- Be a legal resident of the State of Texas;
- Be currently enrolled in an eligible school located in Texas;
- Be currently enrolled at the kindergarten through college level;
- Attend a school located within one of the five designated participating metropolitan areas;
- Meet all other requirements contained in these Official Rules; and
- Be able, directly or through a parent or legal guardian where applicable, to provide reasonable documentation confirming eligibility if selected.

Employees, officers, directors, and representatives of Sponsor or QNY, and their immediate family or household members, are not eligible to receive a prize through the Giveaway.

5. Nominator Eligibility

A nominator must:

- Be **18 years of age or older** at the time the nomination is submitted;
- Be a **legal resident of the United States residing in the State of Texas**; and
- Satisfy all other applicable requirements contained in these Official Rules.

An eligible student may be nominated by a parent, legal guardian, family member, teacher, school employee, friend, community member, or other eligible nominator.

A nominator may nominate a minor who is not the nominator's child and does not need to be the minor's parent or legal guardian, subject to applicable law and these Official Rules.

Nominators are not required to provide government-issued identification as part of the standard nomination process.

Sponsor and/or QNY may, however, request reasonable documentation when necessary to verify a nominator's identity, age, residency, or eligibility.

6. Nomination Limit and Duplicate Nominations

Each nominator may nominate **one (1) student** during the Giveaway Period.

A student may be nominated by more than one eligible nominator.

However, **multiple nominations of the same student do not increase that student's chances of selection.**

Regardless of how many valid nominations are submitted for a student, each eligible student receives only **one (1) entry** in the applicable metropolitan-area drawing.

Automated, fraudulent, fictitious, bulk, manipulated, or otherwise invalid nominations are prohibited.

7. How to Nominate

Visit the official Oak Farms Dairy Giveaway form available through:

<https://oakfarmsdairy.com/>

Complete the required information and submit the nomination during the Giveaway Period.

Student Information Collected at Nomination

To minimize the collection of personal information concerning students, particularly minors, the initial nomination form will request only information reasonably necessary to identify the nominated student, administer the Giveaway, and identify duplicate nominations.

For a nominated student under 18, the nomination form may request only:

- **Student's first name;**
- **Student's last initial; and**
- **Name of the school the student attends.**

The nomination form will **not** request a minor student's full legal name, personal email address, telephone number, date of birth, home address, photograph, video, social media account, student identification number, government identification, Social Security number, financial information, medical information, or other sensitive personal information.

The nomination form may separately collect limited information concerning the adult nominator, including:

- Nominator's name;
- Nominator's email address and/or telephone number;
- Confirmation that the nominator is at least 18 years old;
- Confirmation that the nominator is a legal resident of the United States residing in Texas; and
- Other limited information reasonably necessary to administer the nomination and contact the nominator.

No purchase, payment, donation, or entry fee is required.

8. Required Nominator Certification

Immediately before submitting a nomination, the nominator must affirm the following:

☐ **I certify that I am at least 18 years old and a legal resident of the United States residing in Texas; that the information I have provided is true and accurate to the best of my knowledge; that I believe the nominated student satisfies the eligibility requirements of this Giveaway; and that I have any permission or authority required by applicable law to provide the information included in this nomination. I understand that if a minor is potentially selected, the student's verified parent or legal guardian must provide any additional information, permissions, or documentation required to verify eligibility and administer the prize.**

By submitting a nomination, the nominator acknowledges that the nominator has reviewed and agrees to the **Official Rules** and acknowledges the **Giveaway Privacy & Data Notice** and applicable **DFA Privacy Notice**.

Submission of a nomination does not constitute parental or guardian consent for additional collection, marketing, publicity, or other uses of a minor's personal information.

9. Students Under 18

Students under 18 may be nominated and selected.

A minor may be nominated by an eligible nominator who is not the minor's parent or legal guardian.

If a minor is potentially selected, **QNY will first contact the nominator. The nominator will be asked to facilitate contact with the student's parent or legal guardian.**

Once the parent or legal guardian has been appropriately verified, Sponsor and/or QNY will communicate directly with that parent or legal guardian.

The verified parent or legal guardian will be contacted before Sponsor or QNY requests additional information or documentation directly from the minor.

The parent or legal guardian may be required to provide documentation reasonably necessary to:

- Verify their identity and relationship to the student;
- Verify the student's identity;
- Verify Texas residency;
- Verify school enrollment;
- Verify eligibility;
- Accept the prize on behalf of the student;
- Provide necessary tax or payment information; and
- Provide legally required permissions, consents, acknowledgments, or releases.

A minor will not be required to independently execute prize, tax, release, or other contractual documentation.

10. Prizes

A total of **five (5) prizes** will be awarded.

Each prize is valued at:

\$1,500 USD

Total prize value:

\$7,500 USD

One prize will be associated with the selected student from each participating metropolitan area.

11. Prize Recipient

If a selected student is under 18, the \$1,500 prize will be awarded to the student's **verified parent or legal guardian on behalf of the student**, subject to applicable law and verification requirements.

If the selected student is 18 or older, the prize will be awarded directly to the verified selected student.

12. Random Selection

Following the close of the Giveaway Period, Sponsor, directly or through QNY acting on Sponsor's behalf, will conduct five (5) random drawings using the same selection procedure.

One potential selected student will be randomly drawn from the unique eligible student entries in each participating metropolitan area.

Each eligible student receives only one entry in the applicable drawing regardless of the number of nominations received.

Selection is subject to eligibility verification and compliance with these Official Rules.

13. Notification and Contact Chain

The following contact process will apply:

1. **QNY first contacts the nominator.**
2. If the potentially selected student is under 18, the nominator facilitates contact with the student's parent or legal guardian.
3. The parent or legal guardian is appropriately verified.
4. **Sponsor and/or QNY then communicates directly with the verified parent or legal guardian.**
5. The parent or legal guardian provides additional student information, documentation, permissions, and prize-administration information as necessary.
6. **Sponsor and QNY communicate with the verified parent or legal guardian before requesting additional personal information from or about the minor.**

The nominator's role in facilitating contact does not authorize the nominator to provide consent on behalf of a minor unless the nominator is legally authorized to do so.

If the potential selected student is 18 or older, QNY may contact the nominator first and then communicate directly with the potential selected student.

14. Response Deadline

A potential selected student age 18 or older, or the verified parent or legal guardian of a potential selected student under 18, must respond within **three (3) days after direct notification** from Sponsor or QNY.

Failure to timely respond or complete required verification may result in disqualification and alternate selection.

15. Alternate Selection

If a potential selected student is ineligible, cannot be verified, cannot be contacted, fails to timely respond, declines participation, fails to provide required documentation, or otherwise fails to comply with these Official Rules, Sponsor may randomly select an alternate from the remaining eligible entries in the same participating metropolitan area.

16. Announcement

Subject to verification, Sponsor expects to announce the selected students on or about:

October 5th, 2026

Sponsor may delay public identification where additional verification or parent/legal guardian permission is required.

No minor's photograph, image, likeness, voice, or other protected identifying information will be publicly used without any legally required parent or legal guardian permission.

17. Prize Payment

For a selected student under 18, payment will be made to the verified parent or legal guardian on behalf of the student.

For a selected student age 18 or older, payment will be made directly to the verified student.

Sponsor is solely responsible for funding and fulfilling the prizes. QNY may administer communications, verification, and prize coordination on Sponsor's behalf but does not fund or provide the prizes and is not responsible for Sponsor's internal payment processing.

18. Taxes

The verified individual receiving a prize is responsible for applicable federal, state, and local tax obligations.

Sponsor may collect tax or taxpayer identification information from the verified prize recipient after selection when necessary and may issue applicable tax forms or make required reports to taxing authorities.

Sensitive tax information will not be requested through the public nomination form.

19. Publicity

No nomination constitutes consent to use a minor student's photograph, image, likeness, voice, personal information, or other protected identifying information for advertising, marketing, promotional, or publicity purposes.

For a minor, Sponsor will obtain any legally required permission directly from the verified parent or legal guardian before such use.

20. General Conditions

Sponsor may disqualify any nomination, nominator, student, or potential recipient that Sponsor reasonably determines violates these Official Rules, contains materially false information, is fraudulent or fictitious, uses automated submissions, attempts to manipulate the Giveaway, or threatens its fairness, security, or integrity.

Subject to applicable law, Sponsor may suspend, modify, or terminate the Giveaway if fraud, technical problems, unauthorized intervention, or circumstances outside Sponsor's reasonable control materially affect its proper administration.

21. Odds

Odds of selection depend upon the number of unique eligible nominated students in the applicable metropolitan-area drawing.

Multiple nominations of the same student do not increase the student's odds.

22. Social Media Disclaimer

The Giveaway is not sponsored, endorsed, administered by, or associated with Instagram, Facebook, TikTok, YouTube, X, or another social media platform unless expressly stated otherwise.

Information submitted through the Giveaway is provided to Sponsor and/or QNY acting on Sponsor's behalf, not to the applicable social media platform.

23. Release and Limitation of Liability

To the fullest extent permitted by applicable law, participants agree to release and hold harmless **Sponsor; QNY Creative LLC, in its capacity as Sponsor's promotion administrator and marketing agency; Sponsor's other advertising, marketing, promotion, and administration agencies; and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, representatives, and agents** from claims arising from participation in the Giveaway or acceptance, possession, use, or misuse of a prize, except where such claim or right cannot lawfully be waived.

QNY is the promotion administrator and marketing agency and does not fund, sponsor, or provide the prizes. Sponsor retains responsibility for funding, fulfilling, and awarding the prizes and for Sponsor's obligations under these Official Rules.

Nothing in these Official Rules waives or limits rights or liabilities that cannot legally be waived or limited.

24. Governing Law

The Giveaway and these Official Rules are governed by applicable federal law and the laws of the **State of Texas**, without regard to conflict-of-law principles, except where otherwise required by applicable law.

25. Sponsor

Southern Foods Group, LLC
doing business as **Oak Farms Dairy**
a division of **DFA Dairy Brands Fluid, LLC**
1405 N. 98th St.
Kansas City, KS 66111

Website: <https://oakfarmsdairy.com/>

Contact: oakfarms@qnycreative.com

GIVEAWAY PRIVACY & DATA NOTICE

Oak Farms Dairy and its authorized service providers, including **QNY Creative LLC acting as promotion administrator and marketing agency**, may collect and process information submitted in connection with the Giveaway only as reasonably necessary to administer the Giveaway.

Information Concerning Minors

Sponsor and QNY intend to minimize the collection, use, disclosure, and retention of personal information concerning minors.

For a minor student, the initial nomination process is designed to collect only:

- First name;

- Last initial; and
- School.

A nomination submitted by someone other than the student's parent or legal guardian **does not constitute parental or guardian consent** for additional collection, marketing, publicity, or other uses of the minor's personal information.

If a minor is potentially selected, QNY will first contact the nominator. The nominator will facilitate contact with the student's parent or legal guardian.

Once the parent or legal guardian has been appropriately verified, Sponsor and/or QNY will communicate directly with that person before requesting additional personal information concerning the minor.

Additional information necessary to verify identity or eligibility, administer the prize, process payment, obtain releases or permissions, or satisfy legal requirements will be requested from the verified parent or legal guardian rather than from the minor, except where otherwise permitted or required by law.

Use of Information

Information may be used to:

- Process nominations;
- Identify duplicate student nominations;
- Conduct random drawings;
- Contact nominators;
- Facilitate parent or guardian contact;
- Verify eligibility;
- Administer and fulfill prizes;
- Prevent fraud;
- Maintain appropriate records; and
- Satisfy applicable legal obligations.

Marketing

Submission of a nomination **does not enroll** a nominator, student, parent, or legal guardian in Oak Farms Dairy or QNY marketing communications.

Any marketing consent must be separate and affirmative and is **not required** to participate or receive a prize.

Sharing and Retention

Information may be shared with QNY and other authorized service providers, advisers, or vendors acting on Sponsor's behalf where reasonably necessary to administer the Giveaway or comply with applicable law.

Personal information will be retained only as long as reasonably necessary for Giveaway administration, prize fulfillment, recordkeeping, dispute resolution, enforcement, and applicable legal obligations.

DFA Privacy Notice

For additional information regarding DFA's privacy practices, please review:

<https://www.dfamilk.com/privacy-notice>

Privacy questions relating to the Giveaway may also be directed to:

oakfarms@qnycreative.com

IMPORTANT GIVEAWAY NOTICE

NO PURCHASE OR PAYMENT NECESSARY.

GIVEAWAY PERIOD: SEPTEMBER 4, 2026 AT 5:00 P.M. CT THROUGH SEPTEMBER 25, 2026 AT 5:00 P.M. CT.

NOMINATORS MUST BE 18+ AND LEGAL RESIDENTS OF THE UNITED STATES RESIDING IN TEXAS.

A MINOR MAY BE NOMINATED BY AN ELIGIBLE PERSON WHO IS NOT THE MINOR'S PARENT OR LEGAL GUARDIAN.

THE INITIAL NOMINATION FORM COLLECTS ONLY A MINOR STUDENT'S FIRST NAME, LAST INITIAL, AND SCHOOL.

IF A MINOR IS POTENTIALLY SELECTED, QNY WILL CONTACT THE NOMINATOR FIRST, THE NOMINATOR WILL FACILITATE CONTACT WITH THE PARENT OR LEGAL GUARDIAN, AND ADDITIONAL INFORMATION AND REQUIRED PERMISSIONS WILL BE OBTAINED THROUGH THE VERIFIED PARENT OR LEGAL GUARDIAN.

MULTIPLE NOMINATIONS DO NOT INCREASE A STUDENT'S CHANCES OF SELECTION.

FIVE (5) PRIZES OF \$1,500 EACH WILL BE AWARDED. TOTAL PRIZE VALUE: \$7,500.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.