

OFFICIAL RULES

OAK FARMS \$5,000 TEXAS STUDENT GIVEAWAY

One Selected Texas Student — One \$5,000 Prize

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 \$5,000 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 administration and marketing, 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 prize. Sponsor retains responsibility for the Giveaway, including funding, fulfillment, and awarding of the prize.

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 17, 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. Texas-Wide Giveaway

The Giveaway is open to eligible students throughout the **State of Texas**, subject to these Official Rules.

One (1) eligible student will be randomly selected from among all unique eligible nominated students.

4. Student Eligibility

To be eligible for nomination, a student must:

- Be a **legal resident of Texas**;
- Be currently enrolled in an eligible school located in Texas;
- Be currently enrolled at the kindergarten through college level;
- 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 the prize.

5. Nominator Eligibility

A nominator must:

- Be **18 years of age or older**;
- Be a **legal resident of the United States residing in Texas**; and
- Meet 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.

Government-issued identification is not required as part of the standard nomination process.

Sponsor and/or QNY may 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**.

A student may be nominated by multiple eligible nominators, but:

MULTIPLE NOMINATIONS OF THE SAME STUDENT DO NOT INCREASE THAT STUDENT'S CHANCES OF SELECTION.

Each unique eligible student receives only **one (1) entry** in the random drawing.

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

7. How to Nominate

Visit:

<https://oakfarmsdairy.com/>

and complete the official Giveaway nomination form during the Giveaway Period.

Student Information Collected at Nomination

To minimize the collection of 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 form may request only:

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

The form will **not** request a minor student's full legal name, personal email, 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 form may separately collect limited information concerning the adult nominator, including:

- Name;
- Email address and/or telephone number;
- Confirmation of age 18+;
- Confirmation of Texas residency; and
- Other limited information reasonably necessary for Giveaway administration and contact.

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

8. Required Nominator Certification

Immediately before submission, the nominator must affirm:

☐ **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 the 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 adult who is not the student's parent or legal guardian.

If a minor is potentially selected:

1. **QNY will first contact the nominator.**
2. The nominator will be asked to facilitate contact with the student's parent or legal guardian.

3. The parent or legal guardian will be appropriately verified.
4. **Sponsor and/or QNY will then communicate directly with the verified parent or legal guardian.**
5. Additional student information, eligibility documentation, permissions, releases, tax information, and payment information will be obtained from the verified parent or legal guardian as necessary.

The parent or legal guardian will be contacted before additional personal information or documentation is requested directly from the minor.

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

10. Prize

One (1) prize will be awarded with a value of:

\$5,000 USD

Total prize value: \$5,000 USD.

11. Prize Recipient

If the selected student is under 18, the **\$5,000 prize will be awarded to the verified parent or legal guardian on behalf of the selected student**, subject to applicable law and Sponsor's 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 **one (1) random drawing from all unique eligible nominated students**.

One potential selected student will be randomly selected.

Each unique eligible student receives only one entry regardless of the number of nominations received.

Selection is subject to verification.

13. Notification and Contact Chain

For the potential selected student:

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

The nominator's role does not authorize the nominator to consent on behalf of the minor unless legally authorized to do so.

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

14. Response Deadline

The 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.

15. Alternate Selection

If the potential selected student is ineligible, cannot be verified or 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 unique eligible student entries.

16. Announcement

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

SEPTEMBER 21, 2026

Public identification may be delayed where parent/legal guardian permission or additional verification is required.

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

17. Prize Payment

For a minor selected student, 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 prize. QNY may assist with administration, communications, verification, and prize coordination but does not fund or provide the prize and is not responsible for Sponsor's internal payment processing.

18. Taxes

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

Sponsor may request tax or taxpayer identification information from the verified prize recipient after selection and may issue applicable tax forms or make legally required reports.

Sensitive tax information will not be collected 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.

Any legally required permission will be obtained directly from the verified parent or legal guardian before such use.

20. General Conditions

Sponsor may disqualify nominations or participants that violate these Official Rules, contain materially false or fraudulent information, use automated submissions, attempt to manipulate the Giveaway, interfere with administration, or threaten its fairness, security, or integrity.

Subject to applicable law, Sponsor may suspend, modify, or terminate the Giveaway if circumstances outside Sponsor's reasonable control materially interfere with its proper administration.

21. Odds

Odds of selection depend upon the total number of **unique eligible nominated students** included in the random drawing.

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

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.

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 the prize, except where such claim or right cannot lawfully be waived.

QNY acts solely as Sponsor's promotion administrator and marketing agency. QNY does not fund, sponsor, or provide the prize. Sponsor retains responsibility for funding, fulfilling, and awarding the prize 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

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

- First name;
- Last initial; and
- School.

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

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 information.

If a minor is potentially selected:

QNY → contacts nominator → nominator facilitates parent/guardian contact → parent/guardian is verified → Sponsor/QNY communicates directly with verified parent/guardian.

Additional information necessary for eligibility, identification, prize administration, payment, tax requirements, permissions, or releases will be obtained from the verified parent or legal guardian rather than from the minor, except where otherwise permitted or required by applicable law.

Use of Information

Information may be used to process nominations, identify duplicates, conduct the drawing, contact nominators, facilitate parent/guardian contact, verify eligibility, administer and fulfill the prize, prevent fraud, maintain records, and satisfy applicable legal obligations.

Marketing

Submission of a nomination **does not enroll** the nominator, student, parent, or legal guardian in marketing communications.

Marketing consent must be separate and affirmative and is **not required** to participate or receive the 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.

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

DFA Privacy Notice

For additional information regarding DFA's privacy practices:

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

Questions regarding Giveaway information may 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 18, 2026 AT 5:00 P.M. CT.

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

ONE (1) ELIGIBLE TEXAS STUDENT WILL BE RANDOMLY SELECTED TO RECEIVE ONE (1) \$5,000 PRIZE.

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 FIRST CONTACT THE NOMINATOR, 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 OF THE SAME STUDENT DO NOT INCREASE THAT STUDENT'S CHANCES OF SELECTION.

TOTAL PRIZE VALUE: \$5,000.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.