

OFFICIAL RULES

OAK FARMS \$15,000 SCHOOL DONATION GIVEAWAY

NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE. A PURCHASE OR PAYMENT WILL NOT INCREASE A SCHOOL'S CHANCES OF BEING SELECTED. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

1. Sponsor and Promotion Administrator

The Oak Farms \$15,000 School Donation 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 marketing, administration, processing of nominations, communications, verification, and other administrative activities associated with the Giveaway. QNY is not the sponsor or provider of the \$15,000 donation. Sponsor retains responsibility for the Giveaway, including compliance with these Official Rules and the funding, fulfillment, and awarding of the donation.

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

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

2. Giveaway Period

The Giveaway begins on **September 14, 2026 at 5:00 p.m. Central Time ("CT")** and ends on **October 2nd, 2026 at 5:00 p.m. CT** ("Giveaway Period").

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

Nominations received before **5:00 p.m. CT on September 14, 2026** or after **5:00 p.m. CT on October 2nd, 2026** will not be eligible.

Sponsor's electronic system, or the electronic system used by QNY on Sponsor's behalf to administer the Giveaway, will serve as the official timekeeping device for determining when a nomination is received.

3. Donation

One (1) eligible Texas school will be randomly selected, subject to verification, to receive a:

\$15,000 DONATION FROM OAK FARMS DAIRY

The total value of the donation offered through this Giveaway is **\$15,000 USD**.

The donation will be made directly by Sponsor to the verified selected school or, if approved by Sponsor, an eligible school district, education foundation, PTA/PTO, or other qualifying organization legally authorized to accept the donation on behalf of the selected school.

The individual who submits the nomination does not personally receive any portion of the \$15,000 donation.

The donation is intended to benefit the selected school and its students.

4. Eligible Schools

To be eligible to receive the \$15,000 donation, a nominated school must:

- Be **physically located in the State of Texas**;
- Be an accredited or otherwise legally recognized school;
- Be operating and in good standing at the time of selection;
- Be able and legally permitted to accept the donation directly or through an authorized receiving entity;
- Provide documentation reasonably requested by Sponsor to verify eligibility;
- Be able to identify an authorized representative or entity legally permitted to accept the donation; and
- Meet all other requirements contained in these Official Rules.

Schools located outside the State of Texas are not eligible for this Giveaway.

Sponsor reserves the right to verify a nominated school's eligibility before confirming the school as the recipient of the donation.

5. Who May Nominate a School

To nominate a school, an individual must:

- Be **18 years of age or older** at the time the nomination is submitted; and
- Be a **legal resident of the State of Texas**.

Eligible parents, guardians, teachers, school employees, alumni, community members, and other Texas residents who are at least 18 years old may nominate an eligible Texas school.

No purchase, payment, donation, or other financial contribution is required to submit a nomination.

A purchase, payment, donation, additional nomination, social media share, tag, referral, community outreach effort, or other promotional activity will not increase or otherwise improve a school's chances of being selected.

Sponsor and/or QNY, acting on Sponsor's behalf, may request reasonable proof of a nominator's identity, age, or Texas residency when reasonably necessary to verify eligibility, including in connection with a nomination associated with a potentially selected school.

Nominators are not required to submit identification documents as part of the standard nomination process.

If reasonably requested verification is not provided, Sponsor may determine that the applicable nomination is ineligible.

6. How to Nominate a School

To nominate a school, 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.

The nomination form may request information reasonably necessary to administer the Giveaway, including:

- Nominator's name;
- Nominator's email address and/or telephone number;
- Name of the nominated school;
- School city;
- School district;
- School address;
- **Texas Education Agency ("TEA") campus identification number or another reasonably reliable school identifier, where available;**
- Nominator's relationship to the school; and
- Other information reasonably necessary to verify eligibility and administer the Giveaway.

Sponsor and QNY may use a school's TEA campus identification number or another reasonably reliable school identifier to identify the nominated school, distinguish separate campuses, consolidate duplicate nominations, and determine each eligible school's single entry in the random drawing.

Information submitted for purposes of entering or administering the Giveaway will not be used to send marketing or promotional email or text messages unless the individual separately and affirmatively agrees to receive such communications. Consent to receive marketing communications is not required to submit a nomination or participate in the Giveaway.

Any optional marketing consent presented on the nomination form should be clearly and separately disclosed from the Giveaway submission and administered in accordance with applicable law and Sponsor's applicable privacy policy.

Nominators should provide only information requested through the nomination form and should not submit Social Security numbers, financial account information, medical information, passwords, information concerning individual students or minors, or other unnecessary sensitive personal information.

Incomplete, fraudulent, automated, fictitious, manipulated, or otherwise invalid nominations may be disqualified.

7. Nomination Requirements and Entry Limits

There is no numerical limit on the number of eligible individuals who may nominate a particular school.

However:

EACH ELIGIBLE SCHOOL WILL RECEIVE ONLY ONE (1) ENTRY IN THE RANDOM DRAWING REGARDLESS OF THE NUMBER OF VALID NOMINATIONS RECEIVED FOR THAT SCHOOL.

A school may be nominated by multiple eligible individuals, but **additional nominations will not increase that school's chances of being selected.**

For purposes of determining unique eligible school entries, Sponsor may use the school's **TEA campus identification number** or, where such identifier is unavailable or reasonably determined to be inappropriate, another reliable school identifier.

Separate campuses with separate TEA campus identification numbers will generally be treated as separate schools, subject to verification of eligibility.

Sponsor and/or QNY, acting on Sponsor's behalf, may consolidate multiple nominations associated with the same TEA campus identification number or otherwise determined to relate to the same eligible school into one eligible school entry.

Sponsor may establish reasonable safeguards to prevent automated, fraudulent, bulk, duplicate, fictitious, or manipulated nominations.

8. School Selection and Drawing

Following the close of the Giveaway Period, Sponsor, directly or through QNY acting as promotion administrator on Sponsor's behalf, will conduct a **random drawing from among all unique eligible nominated schools**.

For purposes of the drawing, unique eligible schools will be identified using their **TEA campus identification number or another reliable school identifier**, as described in these Official Rules.

The random drawing will take place on:

October 6th, 2026

One (1) potential school recipient will be randomly selected.

The potential selected school will be subject to verification of eligibility and compliance with these Official Rules before being confirmed as the official recipient of the \$15,000 donation.

Being selected in the random drawing does not automatically entitle a school or any individual to receive the donation.

9. Verification of Selected School

Sponsor and/or QNY, acting on Sponsor's behalf, may contact an authorized representative of the potential selected school.

Sponsor may require information or documentation reasonably necessary to confirm:

- The school's identity;
- The school's TEA campus identification number or other school identifier;
- The school's Texas location;
- The school's eligibility;
- The school's operating status;
- The school's legal ability to accept the donation;
- The identity and authority of the school representative;
- The identity of any school district, education foundation, PTA/PTO, or other entity designated to accept the donation;
- Appropriate payment information; and
- Any tax, administrative, organizational, or other documentation reasonably required to process the donation.

Sponsor may work directly with the selected school, school district, education foundation, PTA/PTO, or another authorized entity legally permitted to accept donations on behalf of the school.

Sensitive financial, tax, or payment information should be obtained only from an appropriately verified and authorized representative and only when reasonably necessary to process the donation or satisfy applicable legal requirements.

10. Alternate School

If the initially selected school:

- Is determined to be ineligible;
- Cannot legally accept the donation;
- Declines the donation;
- Cannot be contacted after reasonable attempts;
- Does not provide reasonably requested documentation within a reasonable timeframe established by Sponsor;
- Does not have or cannot identify an appropriate entity authorized to accept the donation; or
- Otherwise fails to satisfy these Official Rules,

Sponsor may disqualify that school and randomly select an alternate eligible school from the remaining eligible school entries.

Any alternate school will be subject to the same eligibility and verification requirements.

11. Payment of Donation

The **\$15,000 donation will be paid by check** directly to the verified selected school or another appropriate and authorized entity legally permitted to receive funds on behalf of the selected school and approved by Sponsor.

No portion of the \$15,000 donation will be paid to the person who submitted the nomination.

Sponsor may coordinate directly with the selected school's administration, school district, education foundation, PTA/PTO, or other authorized entity to determine the appropriate payee and delivery information.

Before issuing the donation, Sponsor may require documentation reasonably necessary to verify:

- The legal name of the school or authorized receiving entity;
- The authority of the individual accepting the donation;
- Appropriate payee information;
- Appropriate mailing or delivery information; and
- Any tax, administrative, organizational, or other information reasonably required to process the donation.

The donation will be processed following completion of Sponsor's verification, approval, and payment-processing requirements. Because processing may depend on Sponsor's internal procedures and the timely receipt of required information or documentation from the selected school or authorized receiving entity, no specific payment or delivery date is guaranteed. Sponsor will use commercially reasonable efforts to process and deliver the donation following completion of all required verification and administrative steps.

QNY does not fund or issue the \$15,000 donation and is not responsible for Sponsor's internal payment processing or the timing of Sponsor's issuance or delivery of the donation.

The donation check will not be made payable to the individual who submitted the nomination.

12. Intended Use of Donation

The **\$15,000 donation is intended to benefit the selected school and its students.**

The selected school agrees that the donation will be used for lawful educational, school, or student-support purposes.

Permitted uses may include, but are not limited to:

- Classroom materials and supplies;
- Educational programs;
- Technology and educational equipment;
- Student activities;
- School improvements;
- Extracurricular programs;
- Student resources and support;
- Educational experiences; and
- Other lawful school-related purposes that benefit the school and its students.

The donation may not be distributed to the nominator or used for the personal benefit of the individual who submitted the nomination.

Subject to these requirements and applicable law, the selected school or authorized receiving entity will determine the appropriate school-related use of the donated funds.

13. No Personal Prize to Nominator

Submitting a nomination does not make the nominator eligible to personally receive the \$15,000.

The nominator will not receive cash, compensation, commission, referral payment, or any other financial benefit if the school they nominate is selected.

The entire donation will be provided for the benefit of the verified selected school and its students.

14. Publicity and Minors

Subject to applicable law and required permissions, Sponsor may publicize the selected school and the donation.

Sponsor may request permission to use the selected school's:

- Name;
- City;
- Logo;
- Photographs or video;
- Statements from authorized school representatives; and
- Information regarding how the donation will benefit the school and its students.

The selected school may be asked to participate in reasonable promotional activities associated with presentation of the donation.

Sponsor will not require individual students to participate in publicity as a condition of the school's receipt of the donation except where legally permissible and appropriately disclosed.

Any use of individual students' names, photographs, images, voices, likenesses, or other identifying information will be subject to applicable law and required permissions.

For students who are minors, Sponsor will obtain any legally required parent or legal guardian permission before publicly using identifiable student images, likenesses, voices, or other protected identifying information.

15. General Conditions and Promotional Integrity

Sponsor reserves the right to disqualify any nomination that Sponsor reasonably determines:

- Violates these Official Rules;
- Contains false or misleading information;
- Was submitted using fraudulent or fictitious information;
- Was generated using bots, scripts, automated systems, or other prohibited methods;
- Attempts to improperly manipulate the nomination or selection process;
- Interferes with the administration of the Giveaway; or
- Otherwise threatens the fairness, security, or integrity of the Giveaway.

If fraud, technical problems, unauthorized intervention, or circumstances outside Sponsor's reasonable control materially affect the administration, security, fairness, integrity, or proper operation of the Giveaway, Sponsor reserves the right, subject to applicable law, to suspend, modify, or terminate the Giveaway and select a recipient from eligible school entries received before the affected event or through another fair method.

Advertising and promotional communications concerning the Giveaway must not state, suggest, or imply that obtaining additional nominations, rallying a community, sharing Giveaway content, tagging friends or family, generating referrals, increasing social media engagement, or otherwise promoting a school will increase that school's chances of selection.

Promotional materials may encourage eligible individuals to nominate eligible Texas schools and may encourage individuals to share information about the Giveaway, provided that such communications do not state or reasonably imply that such activity improves a school's odds of selection.

Each eligible school receives one entry regardless of the number of nominations received.

16. Odds of Selection

The odds of a particular eligible school being selected depend upon the total number of **unique eligible schools entered into the random drawing**.

Each eligible school receives one (1) entry regardless of the number of valid nominations received for that school.

Multiple nominations, shares, tags, referrals, community participation, or other promotional activity do not increase a school's odds of selection.

17. Social Media Disclaimer

If the Giveaway is advertised or promoted through Instagram, Facebook, TikTok, YouTube, X, or another social media platform, the Giveaway is not sponsored, endorsed, administered by, or associated with those platforms unless expressly stated otherwise.

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

Participants must comply with applicable platform terms, policies, and promotion requirements.

18. 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 advertising, marketing, promotion, and administration agencies; and each of their respective parent companies, subsidiaries, affiliates, officers, directors, employees, representatives, and agents** (collectively, the "Released Parties") from claims arising from participation in the Giveaway, except to the extent a claim or right cannot lawfully be waived.

QNY acts solely as Sponsor's promotion administrator and marketing agency in connection with the Giveaway. QNY does not fund, sponsor, or provide the \$15,000 donation. Sponsor retains responsibility for funding, fulfilling, and awarding the donation and for Sponsor's obligations under these Official Rules.

Nothing in these Official Rules is intended to waive, disclaim, exclude, or limit any liability or right that cannot legally be waived, disclaimed, excluded, or limited under applicable law.

Nothing in this section requires a school, student, parent, legal guardian, or other person to waive rights that cannot legally be waived as a condition of receiving the donation.

19. 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.

20. Recipient Information

Following completion of the Giveaway, information regarding the selected school may be requested by contacting:

Southern Foods Group, LLC, doing business as Oak Farms Dairy
1405 N. 98th St.
Kansas City, KS 66111
Email: oakfarms@qnycreative.com

Information will be provided subject to applicable law and Sponsor's applicable disclosure practices.

21. 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 Email: oakfarms@qnycreative.com

IMPORTANT GIVEAWAY NOTICE

NO PURCHASE OR PAYMENT NECESSARY.

GIVEAWAY PERIOD: SEPTEMBER 14, 2026 AT 5:00 P.M. CT THROUGH OCTOBER 2, 2026 AT 5:00 P.M. CT.

NOMINATORS MUST BE 18 YEARS OF AGE OR OLDER AND LEGAL RESIDENTS OF TEXAS.

ONLY ELIGIBLE SCHOOLS LOCATED IN THE STATE OF TEXAS MAY BE NOMINATED.

ONE (1) ELIGIBLE TEXAS SCHOOL WILL BE RANDOMLY SELECTED ON OCTOBER 6, 2026, SUBJECT TO VERIFICATION, TO RECEIVE A \$15,000 DONATION FROM OAK FARMS DAIRY.

EACH ELIGIBLE SCHOOL RECEIVES ONE ENTRY IN THE RANDOM DRAWING REGARDLESS OF HOW MANY VALID NOMINATIONS THE SCHOOL RECEIVES. MULTIPLE NOMINATIONS, SHARES, TAGS, REFERRALS, OR OTHER COMMUNITY OR PROMOTIONAL ACTIVITY DO NOT INCREASE A SCHOOL'S CHANCES OF SELECTION.

THE \$15,000 DONATION WILL BE PROVIDED BY CHECK DIRECTLY TO THE VERIFIED SELECTED SCHOOL OR AN APPROVED ENTITY AUTHORIZED TO ACCEPT THE DONATION ON THE SCHOOL'S BEHALF.

THE DONATION IS INTENDED TO BENEFIT THE SELECTED SCHOOL AND ITS STUDENTS.

THE PERSON SUBMITTING THE NOMINATION DOES NOT PERSONALLY RECEIVE ANY PORTION OF THE \$15,000.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

PRIVACY & USE OF INFORMATION

Information submitted through the nomination form will be collected and used by Oak Farms Dairy and its authorized service providers, including QNY Creative LLC acting as promotion administrator and marketing agency, as reasonably necessary to administer the Oak Farms \$15,000 School Donation Giveaway.

This may include verifying eligibility, reviewing and processing nominations, identifying duplicate school nominations, contacting nominators or school representatives regarding the Giveaway, verifying the selected school's eligibility, administering the donation, preventing fraud or misuse, maintaining appropriate records, and complying with applicable legal or regulatory requirements.

Personal information collected through the nomination form may include your name, email address and/or telephone number, your relationship to the nominated school, and information identifying the school you nominate.

Submission of a nomination does not enroll you in Oak Farms Dairy or QNY marketing communications. Information provided for purposes of entering or administering the Giveaway will not be used to send promotional email or text messages unless you separately and affirmatively agree to receive such communications. Consent to marketing is not required to submit a nomination or participate in the Giveaway.

Oak Farms Dairy may share information submitted through the nomination form with its parent or affiliated companies and with QNY and other service providers, marketing agencies, promotion administrators, and vendors acting on Sponsor's behalf where reasonably necessary to administer the Giveaway. Such parties may use the information only for the purposes for which it was provided or as otherwise permitted by applicable law.

Please do not submit Social Security numbers, financial account information, medical information, passwords, information about individual students or minors, or other sensitive personal information through the nomination form.

Personal information will be retained only for as long as reasonably necessary to administer the Giveaway, maintain appropriate records, resolve disputes, enforce the Official Rules, and satisfy applicable legal or regulatory obligations.

For additional information regarding Oak Farms Dairy's privacy practices, please review the Oak Farms Dairy Privacy Policy <https://www.dfamilk.com/privacy-notice>

By submitting the nomination form, you acknowledge that you have reviewed this notice and understand how information submitted in connection with the Giveaway will be used.