



Fuel Up to Play 60 Incentives and Rewards Overview

Get Involved — You Could Earn Rewards for You and Your School!

You, your students and your entire school have an opportunity to get rewarded in lots of ways throughout the school year — just for participating in Fuel Up to Play 60! Encourage everyone to get involved!

Funds for Your School

Carrying out a program like Fuel Up to Play 60 sometimes relies on extra resources and support. During several time periods throughout the year, your school can apply for funds in amounts from \$300 to \$3,000 to help you implement positive in-school changes using Fuel Up to Play 60. Funds are awarded on a competitive basis. Visit FuelUpToPlay60.com to learn more.

Program Advisor Rewards

Fuel Up to Play 60 works best if every school has at least one adult Program Advisor. Program Advisors have a chance to earn fun rewards, simply by working with other adults and students to implement Fuel Up to Play 60 and reporting the school's progress online. And each month, some Program Advisors will earn really big rewards for themselves and their schools.

Youth Rewards

Students have a chance to earn rewards in several different ways. We know that kids respond well to positive reinforcement, and Fuel Up to Play 60 has a plan in place:

- Students will receive digital badges to showcase their achievements by getting involved with the program — anything from taking the Fuel Up to Play 60 pledge to telling a friend about the program.

The more you participate, the more rewards you have the chance to win for you and your school!



A new Fuel Up to Play 60 Challenge will be posted on FuelUpToPlay60.com every five or six weeks from September 2010 to April 2011 — students could have their work showcased, earn valuable rewards and be recognized on the Fuel Up to Play 60 website for their efforts! Visit FuelUpToPlay60.com to learn more.

Each Challenge offers new opportunities for student creativity and recognition:

- Every student who takes part in a Fuel Up to Play 60 Challenge will earn an online reward — just for participating! Rewards include online badges and exclusive digital content like videos, tips on how to best implement the program, messages from NFL players and more.
- Select groups of students all across the country will receive additional prizes such as NFL merchandise for performing exceptionally well in Fuel Up to Play 60 Challenges.
- Groups of students who submit a Challenge have a chance to be chosen as the national winner and be featured on FuelUpToPlay60.com.

End of the Year

Select schools will be invited to participate in a very special end of the year event. Stay tuned for more details.

Please note that specific prizes and rewards listed may vary and are subject to change.



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