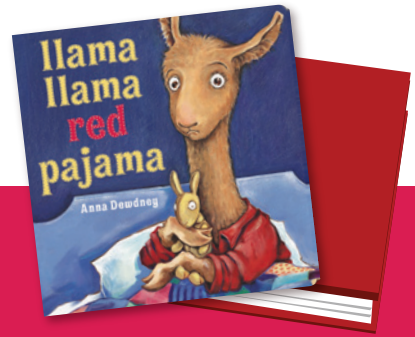




FEEDING
READING™



We are excited to offer a rewarding program that benefits the whole school! Feeding Reading helps school food programs through purchases while promoting reading with new books.

EARN UP TO A \$2,000 REBATE AND \$1,000 IN BOOKS FOR YOUR SCHOOL

Satisfy your students hunger for reading with the brands they crave. Order incremental cases of *Kellogg's*® products between August 1 and December 31, 2021.

Tier 1

\$1,000* for 500

incremental cases

*($\$750$ rebate + $\$250$ value in books)

TIER 2

\$2,000* for 1,000

incremental cases

*($\$1,500$ rebate + $\$500$ value in books)

Tier 3

\$3,000* for 1,500

incremental cases

*($\$2,000$ rebate + $\$1,000$ value in books)



Plus, You Could Win \$25,000
to purchase mobile book and snack carts for your
classrooms. All rebate submissions are eligible.

Penguin
Random
House

KELLOGG'S® AWAY FROM HOME K-12 FEEDING READING REBATE AND SWEEPSTAKES

Abbreviated Rules. No Purchase Necessary to Enter Sweepstakes. For complete Official Rules, go to www.KelloggsAwayFromHome.com. Begins 8/1/21 at 12:00:00 AM (ET) and ends on 12/31/21 at 11:59:59 PM (ET). Open to K-12 School Districts that sell any Participating Products and are located in the fifty (50) United States and District of Columbia. Odds of winning depend on number of eligible entries received from all methods combined. Subject to complete Official Rules. Void where prohibited.

Sponsor: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016. ©, TM, © 2021 Kellogg NA Co.

EARN UP TO A \$2,000 REBATE AND \$1,000 IN BOOKS FOR YOUR SCHOOL with these best-in-class brands



Qualifying SKUs

Order from August 1–December 31, 2021

Case Code	Product Description	Case Pack	Whole Grain Rich	Grain Ounce Equiv.	# of Incremental Cases Purchased*
38000-48396	Rice Krispies® Chewy Granola Bar Apple Cinnamon	96ct/1.27oz.	✓	1 oz.	
38000-54937	Rice Krispies® Chewy Granola Bar Berry	96ct/1.27oz.	✓	1 oz.	
38000-91612	Cocoa Krispies® Chewy Granola Bar Chocolate	96ct/1.34oz.	✓	1 oz.	
38000-59772	Nutri-Grain® Soft-Baked Breakfast Bar Strawberry for Schools	96ct/1.55oz.	✓	1 oz.	
38000-59779	Nutri-Grain® Soft-Baked Breakfast Bar Apple Cinnamon for Schools	96ct/1.55oz.	✓	1 oz.	
38000-90819	Nutri-Grain® Soft-Baked Breakfast Bar Blueberry for Schools	96ct/1.55oz.	✓	1 oz.	
38000-11052	Kellogg's® Rice Krispies® Treat Bar Made with Whole Grain	80ct/1.41oz.	✓	1 oz.	
38000-14567	Kellogg's® Rice Krispies® Treat Chocolatey Chip Bar Made with Whole Grain	80ct/1.59oz.	✓	1 oz.	
38000-14540	Kellogg's® Rice Krispies® Treat Minis Made with Whole Grain	600ct/0.42oz.	✓	0.25 oz.	
30100-40213	Kellogg's® Tiger Bites™ Grahams Original	150ct/1oz.	✓	1 oz.	
30100-40221	Kellogg's® Tiger Bites™ Grahams Cinnamon	150ct/1oz.	✓	1 oz.	
30100-40239	Kellogg's® Tiger Bites™ Grahams Chocolate	150ct/1oz.	✓	1 oz.	
30100-45682	Kellogg's® Gripz® Cinnamon Grahams	150ct/0.9oz.	✓	1 oz.	
30100-80741	Kellogg's® Gripz® Chocolate Chip Grahams	150ct/0.95oz.	✓	1 oz.	
30100-50689	Kellogg's® Scooby-Doo!™ Bones Cinnamon Graham Snacks	210ct/1oz.	✓	1 oz.	
30100-55644	Kellogg's® Bug Bites® Cinnamon Grahams	210ct/1oz.	✓	1 oz.	
38000-24518	Kellogg's® Crunchmania® Cinnamon Bun	100ct/1.76oz.	✓	2 oz.	
38000-24520	Kellogg's® Crunchmania® French Toast	100ct/1.76oz.	✓	2 oz.	
30100-12695	Kellogg's® ChatSnax Vanilla Grahams	210ct/1oz.	✓	1 oz.	
24100-79263	Cheez-It® Made with Whole Grain Crackers, Original Cheddar	175ct/0.75oz.	✓	1 oz.	
38000-12070	Pop-Tarts® Made with Whole Grain Frosted Fudge	120ct/1.69oz.	✓	1.25 oz.	
38000-17196	Pop-Tarts® Made with Whole Grain Frosted Blueberry	120ct/1.69oz.	✓	1 oz.	
38000-55122	Pop-Tarts® Made with Whole Grain Frosted Cinnamon	120ct/1.69oz.	✓	1.25 oz.	
38000-55130	Pop-Tarts® Made with Whole Grain Frosted Strawberry	120ct/1.69oz.	✓	1 oz.	
38000-12073	Pop-Tarts® Made with Whole Grain Frosted Fudge	72ct/3.3oz.	✓	2.5 oz.	
38000-17199	Pop-Tarts® Made with Whole Grain Frosted Blueberry	72ct/3.3oz.	✓	2 oz.	
38000-55125	Pop-Tarts® Made with Whole Grain Frosted Cinnamon	72ct/3.3oz.	✓	2.5 oz.	
38000-55133	Pop-Tarts® Made with Whole Grain Frosted Strawberry	72ct/3.3oz.	✓	2 oz.	

*Incremental purchase of qualifying products during the promotion period (8/1/2021–12/31/2021) as compared to the same period the prior year.

Organization Name _____
 Contact Name _____
 Title _____
 Shipping Address _____
 City/State/ZIP _____
 Email _____
 Phone _____
 Distributor(s) _____
 Distributor(s) City/State _____
 Program ADP (# of participants) _____
 Kellogg's® Sales Representative Name _____

To redeem your offer:

Email a copy of this form (completed), and all required proof of qualifying incremental purchases, to: www.KelloggK12@kellogg.com (preferred and fastest method)

or

Mail this completed form and proof of qualifying incremental purchases to: Kellogg's® Away From Home, c/o 2021 K-12 Feeding Reading Rebate and Sweepstakes, Attn: FAFH Trade Planning, 800 Commerce Dr., Oak Brook, IL 60523

☐ Please include me in email notifications from Kellogg's® Away From Home

For more information, visit www.KelloggsAwayFromHome.com

SELECT ONE GRADE LEVEL FOR BOOK ORDER

☐ K-4 ☐ 5-7 ☐ 8-12

of Incremental Cases =

Check One	Qualifying Purchase	Reward Amount
<input type="checkbox"/>	500 INCREMENTAL CASES	\$1,000 (\$750 rebate + \$250 value in books)
<input type="checkbox"/>	1,000 INCREMENTAL CASES	\$2,000 (\$1,500 rebate + \$500 value in books)
<input type="checkbox"/>	1,500 INCREMENTAL CASES	\$3,000 (\$2,000 rebate + \$1,000 value in books)

Official Terms & Conditions

KELLOGG'S® AWAY FROM HOME K-12 FEEDING READING REBATE AND SWEEPSTAKES OFFICIAL SWEEPSTAKES RULES / REBATE TERMS AND CONDITIONS / NO PURCHASE NECESSARY TO ENTER OR WIN IN THE SWEEPSTAKES.

1. PROMOTION DESCRIPTION. The **Kellogg's® Away From Home K-12 Feeding Reading Rebate and Sweepstakes** (the "**Promotion**") is a rebate offer plus sweepstakes entry for purchase of Participating Products. You may also enter the sweepstakes-only without a purchase. Promotion begins on 8/1/21 at 12:00:00 AM Eastern Time ("**ET**") and ends on 12/31/21 at 11:59:59 PM (ET) (the "**Promotion Period**"). Eligible K-12 School Districts may participate/enter the Promotion during the Promotion Period as more fully described below.

2. ELIGIBILITY: Open to K-12 School Districts that sell any of the Participating Products and are located in the fifty (50) United States and District of Columbia. Employees of Kellogg Company ("**Sponsor**"), its parent company, affiliates, subsidiaries, partners, advertising, promotion and other agencies (collectively, "**Promotion Entities**") and their immediate family members and/or those living in the same household of each are not eligible to participate. All federal, state and local laws and regulations apply.

3. HOW TO PARTICIPATE IN THE REBATE.

A. COMPLETE A QUALIFYING PURCHASE.

Eligible K-12 School Districts will earn the following based on the completion of a Qualifying Purchase: a) a rebate based on the purchase of incremental cases as defined below; b) a credit to receive books for a selected grade level (K-4, 5-7, 8-12); and c) an entry into the Sweepstakes (as further described below). For this Promotion, an "incremental case" is defined as a purchase of the same number of cases of any SKUs of Participating Products (as defined below) as the year prior plus an additional minimum purchase of the same number of cases of any SKUs of Participating Products during the Promotion Period – e.g. Operator bought 500 cases last year, then they would need to buy 500 cases this year plus buy an additional 500 incremental cases (1,000 cases total) to reach the Tier 1 level of participating products based on the following levels from their designated foodservice distributor (collective, a "**Qualifying Purchase**"). **See Participating Products listed on page 2.**

Qualifying Purchase levels are as follows:

Reward Level	Qualifying Purchase
Tier 1	500 incremental cases
Tier 2	1,000 incremental cases
Tier 3	1,500 incremental cases

B. COMPLETE REBATE SUBMISSION.

Visit www.KelloggsAwayFromHome.com ("**Website**") to obtain an official rebate form. Complete the rebate form submit it via email along with proof of Qualifying Purchase to: kelloggk12@kellogg.com. Alternatively, mail-in the completed rebate form and proof of Qualifying Purchase in an envelope with sufficient postage affixed to: **Kellogg's® Away From Home, c/o 2021 K-12 Feeding Reading Rebate**, Attn: FAFH Trade Planning, 800 Commerce Dr., Oak Brook, IL 60523. Qualifying Purchase must be completed by 12/31/21; email submission must be completed by 11:59:59 PM (ET) on 3/4/22; and mail-in submission must be received by 3/4/22.

C. RECEIVE REBATE.

Rebate will be awarded in the form of a check + book credit for the K-12 School District associated with the rebate submission. Maximum amount that can be earned for each participating K-12 School District is a maximum of \$2,000 in rebates / \$1,000 value in books for the Promotion Period.

Rebate levels are as follows:

Rebate Level	Reward Amount
Tier 1	\$1,000 (\$750 rebate + \$250 value in books)
Tier 2	\$2,000 (\$1,500 rebate + \$500 value in books)
Tier 3	\$3,000 (\$2,000 rebate + \$1,000 value in books)

Sponsor is not responsible for lost, late, illegible, incomplete, damaged, nor invalid, unintelligible, misdirected, technically corrupted or garbled submissions, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. No altered or forged submissions will be accepted. All submissions become property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions. Redemption forms must be fully completed in order to be eligible. Stated promotional allowances are for Participating Products as stated above purchased during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices). The rebate offer cannot be used in conjunction with any other **Kellogg's® Away From Home** promotion on the Participating Products or purchases made by non-profit bid without express consent from Sponsor. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third party submissions will be accepted. Sponsor reserves the right to audit submissions.

4. HOW TO ENTER THE SWEEPSTAKES. There are two (2) ways to enter the Sweepstakes:

A. PURCHASE ENTRY:

During the Promotion Period, do the following:
Complete a Qualifying Purchase and submit it for a rebate (as described above) in the Promotion. Upon receipt and verification of your Qualifying Purchase, you will receive one (1) entry into the Sweepstakes. Qualifying Purchase for entry must be completed by 12/31/21 and must be submitted for a rebate/sweepstakes entry via email by 11:59:59 PM (ET) on 3/4/22; and mail-in entry must be received by 3/4/22.

By submitting an entry via email, the entrant grants permission to the Sponsor to notify them via email message and must agree to accept all applicable charges associated therewith. Proof of submitting an entry via email is not considered proof of delivery to or receipt by Sponsor of such Sweepstakes entry.

B. MAIL-IN ENTRY / NO PURCHASE NECESSARY: You may also enter the Sweepstakes during the Promotion Period by hand-writing, on a plain 3"x 5" piece of paper, your name, your age, your facility's name, facility's address and daytime phone number. Mail your entry in an envelope with sufficient postage affixed to: **Kellogg's® Away From Home, c/o 2021 K-12 Feeding Reading Rebate and Sweepstakes**, Attn: FAFH Trade Planning, 800 Commerce Dr., Oak Brook, IL 60523. Mail-in entries must be received by 3/4/22.

No automated entry devices, bots and/or other programs and/or software are permitted for entry. Use of any automated system to participate is prohibited and will result in disqualification. All entries become the sole property of Sponsor and will not be returned. Sponsor is not responsible for lost, late, illegible, incomplete, damaged, postage due, or mutilated mail, nor invalid, unintelligible, misdirected, technically corrupted or garbled entries, which will be disqualified, or for problems of any kind, whether mechanical, human or electronic. Promotion Entities shall not be responsible for incorrect or inaccurate entry information whether caused by any of the equipment or programming associated with or utilized in the Promotion or by any technical or human error which may occur in the processing of the entries in the Promotion. Promotion Entities assume no responsibility or liability for any error, omission, interruption, deletion, theft or destruction, or unauthorized access to, or alteration of entries. Only fully completed entries are eligible.

Limit one (1) entry per K-12 School District for the Promotion Period – regardless of method of entry. All entries in excess of this limit will be deemed void. Sponsor is not responsible for any change of mailing address, email address and/or telephone number of participants. In the event of a dispute over the identity of an online method of entry entrant in the Promotion, participation will be deemed completed by the authorized account holder of the email address or mobile telephone number provided at the time of participation. "Authorized account holder" is defined as the natural person who is assigned to an email address or mobile telephone number by an Internet access provided, online service provider, wireless carrier, or other organization (e.g., business, educational institution, etc.) that is responsible for assigning email addresses for the domain associated with the submitted email address or mobile telephone number. The potential winner may be required to provide Sponsor with proof that he/she is the authorized account holder of the email address account associated with the winning entry. If a dispute cannot be resolved to Sponsor's satisfaction, the affected entry will be deemed ineligible.

5. RANDOM DRAWING: Potential Sweepstakes winner will be selected in a random drawing on or about 3/9/22 from among all eligible entries received from all methods combined by Sponsor or its designee. The decisions of the Sponsor are final and binding.

6. WINNER NOTIFICATION: Potential Sweepstakes winner will be notified by email, phone and/or mail, using contact information provided or collected at the time of entry. Sponsor shall have no liability for any winner notification that is lost, intercepted or not received by a potential winner for any reason. If, despite reasonable efforts, a potential winner does not respond within five (5) days of the first notification attempt, or if the prize or prize notification is returned as unclaimed or undeliverable to such potential winner, such potential winner will forfeit his or her prize and an alternate winner may be selected. Sponsor, in its sole discretion, will attempt to contact up to two (2) potential winners of a prize in accordance with the above procedure, after which the prize in question may go unawarded if it remains unclaimed. If any potential prize winner is found to be ineligible, or if he or she has not complied with these Official Rules or declines the prize for any reason prior to award, such prize will be forfeited and an alternate prize winner may be selected.

7. PRIZE/APPROXIMATE RETAIL VALUE (ARV)/ODDS: One (1) Grand Prize – Grand Prize K-12 School District winner will receive \$25,000 in the form of a check to the school district (ARV \$25,000). Unclaimed prize will not be awarded. Odds of winning depend on total number of eligible entries received for the Promotion Period from all methods combined. All applicable federal, state, and local taxes on prize are the sole responsibility of the winning school district.

8. GENERAL: Potential K-12 School District representative of the Grand Prize Sweepstakes winning entry may be required to sign and return a notarized Affidavit of Eligibility/Liability Release and, where permitted by law, Publicity Release within ten (10) days after first notification attempt. If prize notification or prize is returned as non-deliverable, prize may be forfeited and an alternate winner may be selected. No substitutions or transfer of prize permitted. Subject to all federal, state and local laws/regulations. By entering the Promotion, each entrant agrees to release and hold harmless Promotion Entities, their respective affiliates, directors, employees, officers, and agents ("**Released Parties**") from and against any and all claims, liability, injury, loss or damage of any kind, including but not limited to personal injury or death, arising from or in connection with entry or participation in the Promotion, or the awarding, receipt, acceptance, possession use or misuse of any prize or participation in any Promotion-related or prize-related activity. Released Parties will not have any liability whatsoever for any injuries, losses or damages of any kind caused by any prize or resulting from acceptance, possession, use and/or misuse of any prize or participation in the promotion or any prize-related activities. Acceptance of a prize shall be construed as and signify the winner's agreement and consent that Sponsor may use the winner's name, voice, likeness and/or prize information, including, without limitation, for promotional purposes, without further consideration, review, approval or payment, where allowed by law. By participating in this Promotion, entrants agree to be bound by the Official Rules and the decisions of the Sponsor, which are final and binding in all respects. Sponsor is not responsible for any typographical or other error in the printing of the offer or in administration of the Promotion. Sponsor's failure to enforce any term of these Official Rules shall not constitute a waiver of that provision.

POTENTIAL WINNER IS SUBJECT TO VERIFICATION BY SPONSOR, WHOSE DECISIONS ARE FINAL AND BINDING IN ALL MATTERS RELATED TO THIS PROMOTION. AN ENTRANT IS NOT A WINNER OF ANY PRIZE UNLESS AND UNTIL ENTRANT'S ELIGIBILITY HAS BEEN VERIFIED AND ENTRANT HAS BEEN NOTIFIED THAT VERIFICATION IS COMPLETE.

9. LIMITATIONS AND RELEASES: Any attempted form of entry into the Promotion, other than the entry methods stated, is prohibited. The Released Parties are not responsible for lost, late, mutilated or illegible entries nor for electronic transmission errors resulting in omission, interruption, deletion, defect, delay in operations or transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, telephone equipment, electronic, computer, hardware, software, electronic, network, telephone or other communications malfunctions, errors or failures of any kind, errors in transmission, lost or unavailable network connections, telephone connections, wireless phone connections, website, Internet, or ISP availability, unauthorized human intervention, traffic congestion, incomplete or inaccurate capture or entry information (regardless of cause) or failed, incomplete, garbled, jumbled or delayed transmissions which may limit or restrict an participant's ability to enter the Promotion, including any injury or damage to participant's or any other person's phone, or other matter relating to or resulting from participating in this Promotion or uploading any materials in the Promotion. The Released Parties are not liable or responsible if any prize cannot be awarded due to cancellations, delays, or interruptions due to acts of God, acts of war, natural disasters, or terrorism.

If for any reason the Promotion is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of the Sponsor which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Promotion, the Sponsor reserves the right at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Promotion; and/or to award the prizes from among all eligible non-suspect entries received from all methods combined up to the action taken by the Sponsor provided a sufficient number of eligible entries have been received. Caution: Any attempt by any person to deliberately damage any website or undermine the legitimate operation of the Promotion is a violation of criminal and civil laws and should such an attempt be made, Sponsor reserves the right to seek damages from any such person to the fullest extent of the law.

10. PRIVACY: For information about how the Kellogg Company uses your personal information, please see its privacy statement, located at <http://www.kelloggcompany.com/privacy.aspx>.

11. WINNER'S LIST: For name of Sweepstakes winning K-12 School District, send a self-addressed, stamped envelope by 5/25/22 to: **Kellogg's® Away From Home K-12 Feeding Reading Rebate and Sweepstakes**, Attn: Winner's List, P.O. Box 7999, Kalamazoo, MI 49003-7999. Winner's list to be available after 3/25/22.

12. SPONSOR: Kellogg Company, One Kellogg Square, Battle Creek, MI 49016.