

Chocolate Milk: Nature's Sports Drink Grant

MILK
MEANS MORE



“At our home swim meets we have a big cooler of cartons for us to share with the visiting team. By the time we had our first meet, our girls were accustomed to the milk, and it was no big deal. But the visiting teams were surprised and loved it!”

-Berkley High School Swim & Dive

“Athletes stayed strong and minimal injuries this season. They also looked forward to the delicious chocolate milk every day. Thank you!”

-Elk Rapids High School-Football Team

Would you like to see your athletes excel on and off the field by replenishing their bodies with chocolate milk? Then look no further because your team could be the next chocolate milk mustache celebrities and win FREE milk for a season with this grant offer from Milk Means More!

Chocolate milk is Nature's Sports Drink and provides important nutrients needed for overall health, including 9 essential nutrients: calcium, phosphorus, protein, vitamins A, D and B12, riboflavin, niacin and pantothenic acid. It's also hydrating since it contains 90% water.

If your student athletes aren't powering up with fat-free chocolate milk, this is a great opportunity to get started!

The Chocolate Milk: Nature's Sports Drink grant will provide the following:

- Cash to purchase chocolate milk for your team to replenish after practices and games for the entire sports season!

Cash value based on team size applying for grant:

Up to 25 athletes = \$1,000 | 26-75 athletes = \$1,500 | 76 athletes and over = \$2,000

Grant commitment includes:

- **School must participate in one webinar and complete a short evaluation survey.**
- School must agree to hang a **Chocolate Milk: Nature's Sports Drink** banner supplied by Milk Means More at all home games.
- School will use cash to purchase chocolate milk for the team, by working with the Food Service Director or another vendor to obtain milk.
- School must work with athletic boosters, PTA/PTO or other group to sustain **Chocolate Milk: Nature's Sports Drink** program for athletes for team practices and at games in future seasons.

Outreach:

- Community Outreach Fuel Up with Milk School Challenge: School team is willing to participate in a community service project to help raise money for milk for their local food bank. *Support kit will be provided.*

OR

- Nutrition Outreach: School team is willing to participate in an educational activity within their school to share with their peers why chocolate milk makes sense! *Support kit will be provided.*



The **CHOCOLATE MILK: NATURE'S SPORTS DRINK GRANT** will be open to at least 200 Fall, Winter, and Spring high school sports teams in Michigan.

Apply for Chocolate milk Grant at milkmeansmore.org/schools-educators/grants/. Click on the **NATURE'S SPORTS DRINK GRANT** "Apply Now!" button and submit the application electronically.

Submit your application electronically by:

April 24, 2020 for Fall sports | October 2, 2020 for Winter sports
January 22, 2021 for Spring sports

Grants will be selected based on completeness of application and how the team will be able to sustain the availability of chocolate milk for future practices and games. Schools may submit applications for multiple sports, however, only one school team will be awarded per sport, per season. Preference will be given to new team applications over school teams that have already received a grant award. Teams are not eligible to win the grant in back to back seasons. The team must be a of an MHSAA sanctioned sport.

**Questions? Please contact Milk Means More at:
(517) 349-8923 or visit www.MilkMeansMore.org**