



Friday Night



Lights®



Playbook

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Down. Set. Hike.

Get ready for kickoff because T-Mobile Friday Night 5G Lights is back—with even more winners and more prizes.

Your submission kicks off the fun! Submit your application [here](#) and share why your school deserves to win. Keep reading for more helpful information and tips on making your application stand out. Once you're in, it's time to start engaging your team – because the game has only just begun.

**Get
ready**



450 schools that have applied will win big in this year's \$5K Fridays sweepstakes, starting with a bang: 100 winners in Week One.

At the end of the application period, 25 finalists will be selected to receive \$25,000, a T-Mobile-hosted home game and compete for the ultimate prize.

Finally, one school will win a game-changing homefield upgrade powered by T-Mobile, designed to boost player performance, sharpen coaching, and electrify the fan experience.

Rally your whole town to win

Show your school spirit on your high school's official Instagram or X (formerly Twitter) by creating standout social content for Friday Night 5G Lights. Rally your classmates, teachers, parents and even the whole town for inspiration.

The more posts shared the better your school's chances of winning!

Kickoff

Apply and tell us about your high school and post about your participation on your official high school Instagram or X (formerly Twitter) accounts to complete your application requirements.

Huddle

Share the game plan with students, parents, and community leaders and devise a strategy for creating compelling social media content for your school to boost your chances of winning.

Tackle

Continue creating and posting social content that highlights the school spirit and entire community using #FN5GL, #Sweepstakes, @TMobile, and tagging your school's official social handle.

Countdown

Be sure to check your email for weekly promotions and reminders on how to engage – and ultimately win big!



Webinar

Check out a recorded webinar [here](#) to learn all about the program, this year's updates and hear directly from Inola High School – last year's winners.

Join Dr. Iris Garner from T-Mobile for Education, to hear about helpful tips, tricks and best practices for competing for the grand prize, including:

What Friday Night 5G Lights is



How Inola High School went from applying to winning



Top tips you need to know to get started, available resources, and fun ways to rally your community

Check out the following timeline of important dates and steps:



Application Period

Jul 17 – Sept 12

Schools from across the nation are encouraged to submit their applications and share why they deserve to win. The chance to win prizes starts as soon as you submit your application as each school entry also enters you in the \$5K Friday's sweepstakes.

This is when you want to get students, teachers, parents and the rest of the town involved by rallying them to create content for your school to share on Instagram, X (formerly Twitter) and other social channels (i.e., Facebook, TikTok, etc.) This will help increase your high school's chances of winning the \$5K Fridays sweepstakes and becoming a finalist—with the ultimate goal of being crowned the Grand Prize winner.

During this time, we'll announce 450 \$5K Fridays sweepstakes winners, T-Mobile Tuesday branded giveaways for customers, School Spotlights, and more surprises along the way.

Top 25 Finalists

Voting Period

Sept 25 – Oct 23

Finalist schools will be announced later in September. Each finalist will receive a \$25,000 grant, be celebrated with a T-Mobile Magenta Home Game, and will rally their community to secure as many votes as possible to win the Grand Prize. The voting period will close on October 24.

Grand Prize Winner Announced

Oct 30

We announce our Grand Prize winner and celebrate the win of a lifetime!

Game on: apply now!

Application period July 17 – September 12

Be prepared to have an authorized school representative share the following information on behalf of their school:

☐ Name of High School

☐ School Email Address

☐ School Tax ID

☐ School Website

☐ School Address and Address of Football Field (if different)

☐ Primary & Secondary School Contact Information

☐ A brief 200–750-word summary explaining why your school needs a Friday Night 5G Lights homefield upgrade and the impact that the Friday Night 5G Lights upgrade will bring to your school and community.

☐ School's official social media handles and hyperlinks (Instagram and/or X)

Posting on Instagram or X (formerly Twitter) will be required for entry into the Friday Night 5G Lights promotion.

While not required, we also encourage you to spread the word on TikTok and Facebook to reach even more people in your community! Please share these social handles and hyperlinks in your application as well.

This portion is crucial in helping inform the selection of schools who will advance as top 25 finalists. This is your opportunity to share what Friday Night 5G Lights means to your community, why your school needs a field upgrade, and the difference it would make. We recommend crafting this prior to starting the application, so you're able to make edits and revise as needed before submitting.

Game on: apply now!



The application will also ask for important files and documents, including:

- ☐ A current photo of your school's football field and stadium (JPG, PNG, or PDF image up to 50mb).
- ☐ An image file of your official school logo to be used by T-Mobile in promotion of your school's participation in the Friday Night 5G Lights promotion (Ideally in color and high resolution, and either EPS, SVG, AI, or JPGs file formats).
- ☐ A photo spotlighting an example of your "school spirit." This can include your football team taking the field, band members and cheerleaders cheering on the team, or the crowd celebrating after a great play. Please note that this photo may be shared on www.FridayNight5GLights.com as a school spotlight to showcase your Friday Night 5G Lights journey.



Application tips

While preparing to submit your application, here are a few additional tips to keep in mind:



- **Applications must be submitted for individual high schools only.**
- Authorized Representatives from school districts are welcome to apply; however, each application must be submitted for a single high school.
- If a district wishes to apply on behalf of multiple schools, a separate application must be submitted for each individual school.
- Please make sure your school's representative is reachable throughout the program period as they will serve as the main point of contact and receive all email communications throughout the program.
- **Do:** Submit the full name of the high school. Ex: "T-Mobile High School"
- **Don't:** Submit a partial or abbreviated school name Ex: "THS"
- **Don't:** Submit an application for an athletic team or booster club. Ex: "The T-Mobile 5G Football Team" or the "5G Boosters"

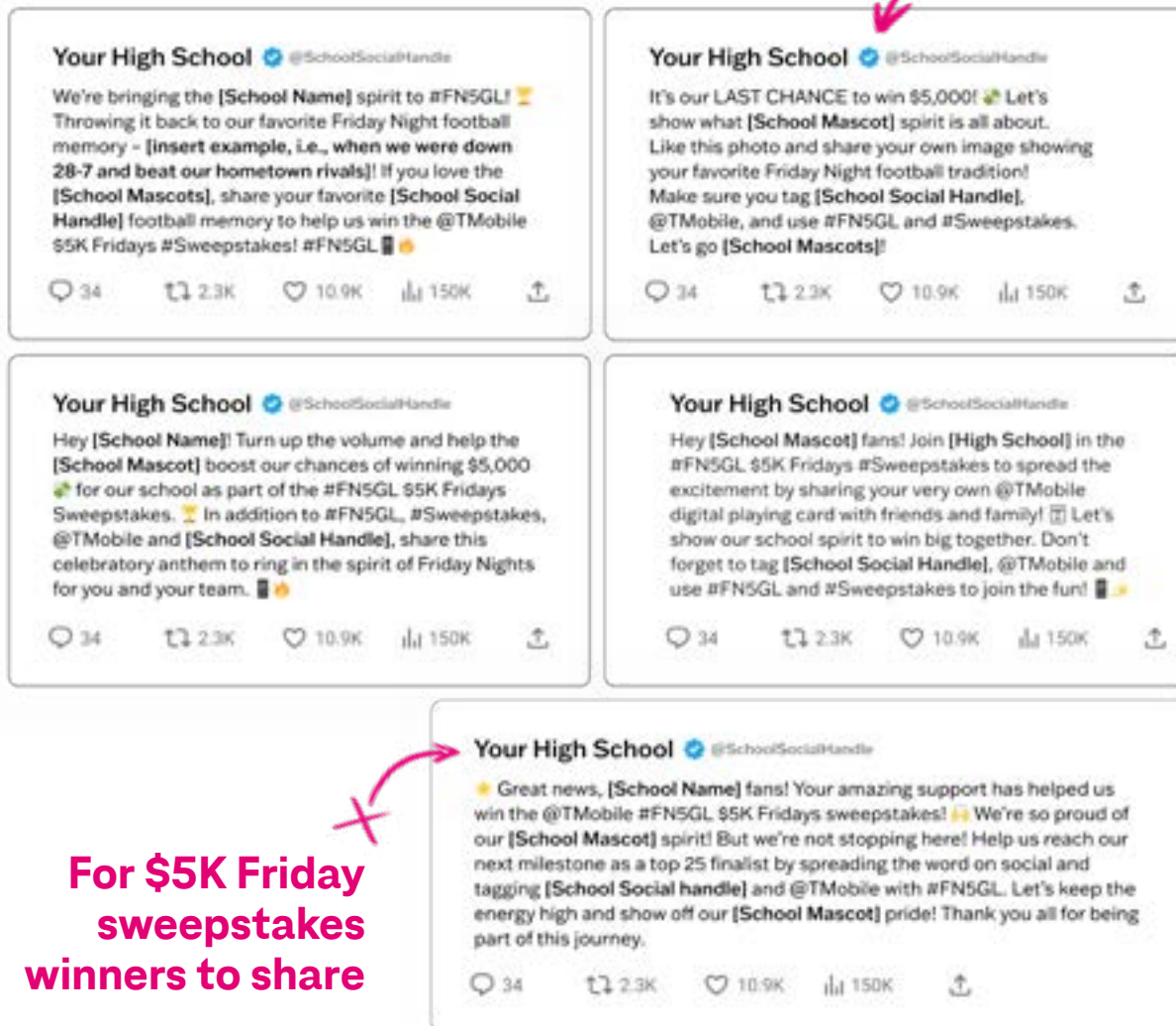
Next step: get social!

It's time to ramp up on social media. Start bringing your ideas to life and share social content from your school's official Instagram or X (formerly Twitter) accounts using **#FN5GL**, **#Sweepstakes**, **@TMobile**, and tagging your school's official social handle for your chance to win. Plus, share across other social platforms like TikTok and Facebook to further engage and reach your community. They will play a crucial role in helping your school create compelling content to share, as well as spreading the word about your school's mission to win.

Below are some ideas to help spark inspiration for your school's social content, as well as example posts you can copy, personalize, and paste into your own Instagram or X (formerly Twitter). So turn the lights on. Turn up the volume. And rally your school to win!

Note: If your school does not have social profiles on Instagram or X (formerly Twitter), please create accounts before you apply as these are required! Follow the hyperlinks for more information on how to create a profile on [Instagram](#) or [X \(Twitter\)](#).

Suggested social posts



Social post inspiration



Field focus

Snap a picture of your high school football field or stadium to showcase the vibrant energy on Friday Nights.



School spirit

Highlight one of your high school's football players, coaches, cheerleaders, band members, or fans who play a key role in spreading school spirit.



Get loud, get proud!

Post content of your high school's student section, pep rallies, pep assemblies, parades, or pre-game chants to demonstrate the excitement around Friday Nights in your town.



Mascot spotlight

Does your high school have a mascot who is a vital community figure and the face of Friday Nights in your town? Share their story!



Turn up the volume

Search "Turn On The Lights" by Jackson Dean on Instagram and TikTok to add audio to your social post.

Pro tips: Get your champions in the game



First, share the message on your school's Instagram or X (formerly Twitter) and enlist help from your friends, family and community champions, such as your PTA president or Booster Club president, to help spread the word and get in on the action. Let them know the game plan and start forming your ultimate Friday Night 5G Lights team.

Then, take the mic and spread the word yourself! Share the play-by-play on your school's morning PA announcements, news updates, or gameday sportscasts.

Suggested commentary

Hey **[School Mascot]** fans! T-Mobile is teaming up with Rob Gronkowski and Patrick Mahomes to give \$1,000,000 for a game-changing homefield upgrade to one deserving school. And it could be us! Learn more at FridayNight5GLights.com.

Hey **[School Mascot]** fans! We could win a massive home field makeover thanks to T-Mobile. Boost our school's chance to win by posting on social. Tag **[School Instagram handle]**, @TMobile and use hashtag FN5GL and hashtag sweepstakes to join the fun!

Hey **[School Mascot]** fans! T-Mobile is teaming up with Rob Gronkowski and Patrick Mahomes to give \$1,000,000 for a game-changing homefield upgrade to one deserving school. We could boost our school's chance of winning by posting on social! Make sure you tag **[School Instagram handle]**, @TMobile and use hashtag FN5GL and hashtag sweepstakes. Let's go **[School Mascots]**!

Suggested email copy

Continue spreading awareness with an email announcement to parents, faculty and your local community to keep them in the loop and involved.



The image shows a screenshot of an email client window. At the top, there are standard window controls (red, yellow, green buttons) and a toolbar with icons for undo, redo, smiley face, link, text color, and image. The email header shows 'To: Your Local Community' and 'Subject: Help our school win big!'. The body of the email starts with 'Dear [NAME],'. It then contains a paragraph about entering the school into the Friday Night 5G Lights promotion. This is followed by a section titled 'What Does This Mean for Our School?' with a bulleted list of prizes. Next is a section titled 'How You Can Support:' with a bulleted list of actions. The email concludes with a paragraph about the opportunity and a thank you, followed by a signature line '-[YOUR NAME, HIGH SCHOOL]'.

To: Your Local Community

Subject: Help our school win big!

Dear [NAME],

We are thrilled to share that we've entered **[School Name]** into the Friday Night 5G Lights promotion! This national initiative from T-Mobile celebrates the spirit of small-town high school football while bringing state-of-the-art technology upgrades to deserving schools across the country.

What Does This Mean for Our School?

- We are now in the running for a chance to win the ultimate grand prize package, which includes:
 - \$1,000,000 to be used towards a game-changing homefield upgrade
 - A consult with a stadium experience expert
 - A weight room upgrade by GronkFitness.com
 - An unforgettable tailgate party unveiling in 2026
 - And an all-expense-paid trip for school representatives to the SEC Championship game
- As a participant, our school is also eligible for additional cash prizes and grants throughout the competition.

How You Can Support:

- Show your school spirit! Community involvement is a key part of this contest. Help us by spreading the word on social, engaging local businesses, and talking to community leaders, family and friends to share the buzz and get everyone involved!
- Stay tuned for voting details and upcoming events where your participation can help us win.
- Share your support on social media and encourage friends and family to get involved.

This is a unique opportunity to showcase our school pride and bring lasting benefits to our students and community. We look forward to your enthusiastic support as we compete for this incredible honor!

As always, thank you for your continued support and dedication to our students and school.

-[YOUR NAME, HIGH SCHOOL]

More ways to win

\$5K Fridays

Win \$5,000 for your school

450 high schools will each win \$5,000 over 8 weeks, with weekly winners announced from August 1 to September 19.

Week 1 = 100 winners, then 50 winners per week after.

Entering early = better chances to win.

How to enter*

Post engaging content from your high school's official Instagram or X (formerly Twitter) account. Make sure to:

- 1** Use the **correct handles and hashtags**: #FN5GL, #Sweepstakes, @TMobile, and tagging your school's handle.
- 2** **Highlight** school spirit, creativity, and community pride.
- 3** **Bonus:** Everyone—students, staff, parents—can post from personal accounts too. Each properly tagged post counts as an additional sweepstakes entry for your School.

*Full contest details on how to enter available online [here](#).

If selected as a \$5K Friday sweepstakes winner, you will also need to provide school paperwork including a W-9 on the current form with a 2025 signature, with the matching name of your winning high school and including your high school's street address (no school district address or PO Boxes) and a signed affidavit (to be provided by T-Mobile). Please note ahead of time that when signing and submitting the requested paperwork, the information provided by your school must be consistent across both forms.



Get a running start!

Make note of the following dates to maximize
your school's chances of winning!

Applications Open and Sweepstakes Commence Jul 17

Posting on Instagram or X (formerly Twitter) will be required to complete your entry into the Friday Night 5G Lights promotion. Take advantage of this opportunity to share the excitement and encourage your community to help support your journey.

Be sure to check your email each week for reminders on how to engage and ultimately win.

Visit the Friday Night 5G Lights website every Friday starting August 1 for a list of weekly winners

Winning schools will be informed directly via email and listed on the site.

\$5K Fridays Winners Announced Starting Aug 1

Week 1 (August 1)
Week 2 (August 8)
Week 3 (August 15)
Week 4 (August 22)
Week 5 (August 29)
Week 6 (September 5)
Week 7 (September 12)
Week 8 (September 19)

Top 25 Finalists Notified Late Sept

Schools will be informed directly via email whether they will be advancing or not.

Top 25 Finalist Voting and Events Sept 25–Oct 24

More information on how to vote and participate in events will be shared at a later date.

Grand prize winner announcement Oct 30

Top 25 finalists

A homefield advantage

You and your community have until September 12 to keep drumming up excitement about Friday Night 5G Lights on social media to help increase your chance of being selected as a Top 25 Finalist.

Later that month, we will announce the 25 lucky schools that will advance to the final Friday Night 5G Lights showdown! What's on tap for finalists? A game-changing \$25,000 grant and an epic T-Mobile-hosted home game celebration kit.

Picture this: your school's principal and athletic director with a giant \$25,000 check—presented by a T-Mobile representative at halftime during an agreed upon home football game between September 25 – October 24. How's that for a halftime show?

Once the top finalists make the cut, we got your back: we'll coach you through the event prep and help tackle any questions you might have. **More details will be shared once the Top 25 Finalists are announced!**



 Friday Night  Lights

grand prize *winner*

The undisputed champion

The winning high school will be determined by the most votes cast to each school's unique URL. It's up to YOU to amplify the message and drive awareness to get votes for your school! **The grand prize winner will be announced on October 30, 2025.**

The grand prize includes:



\$1,000,000 to be
used towards a
game-changing
homefield upgrade



A consult
with a stadium
experience expert



A weight room
upgrade by
GronkFitness.com



An unforgettable
tailgate party
unveiling in 2026



An all-expense-paid trip for
school representatives to the
SEC Championship game on
December 6, 2025 in Atlanta, Georgia



Boosting small communities

Friday Night 5G Lights, T-Mobile's high school contest, is the latest way T-Mobile is supporting small communities after announcing its commitment in April 2021. Since then, we've delivered on our promise by expanding the nation's leading 5G network, connecting rural communities with T-Mobile 5G Home Internet, empowering the community through Project 10Million, and investing nearly \$18 million in small communities nationwide through Hometown Grants.

For any questions related to Friday Night 5G Lights,
please visit www.FridayNight5GLights.com
or contact TMobile@FridayNight5GLights.com.

