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Friday Night



Lights®

Playbook

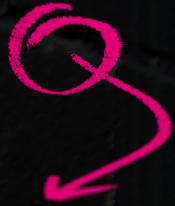


Table of Contents

Overview	3
Prizes	4
Timeline	5
\$5K Fridays	6
Division details	7
Grand prize	8
Applying	9
The Gronk Experience	12
Game plan	15





Your town. Your team. ***Your story.***

T-Mobile Friday Night 5G Lights is back and ready to shine a national spotlight on your school.

Every year, we hear the same thing from our winners: “We never thought we had a chance.” And yet they rallied their towns, shared their stories, showed their spirit, and made history. In 2024, Inola High School in Oklahoma, a town of 1,900, and in 2025, Dierks High School in Arkansas, a town of 900, both rallied votes from across America to each win a **\$1 million grand prize to upgrade** their fields.

Additionally, across 2024 and 2025, 750 schools were awarded \$5,000 as part of the **\$5K Fridays Sweepstakes**—with many schools winning across both years. What they had in common wasn’t size, budget, or fame. It was heart!

Friday Night 5G Lights is about celebrating the pride of hometowns across America. It’s about showing up with integrity, sportsmanship, and creativity—on the field, online, and in the community. When communities come together the right way, incredible things happen.

That’s why this time we’re going even bigger for 2026!

Here's what's up for grabs



\$8.4 Million in prizes

Rob Gronkowski and **Patrick Mahomes** are back with T-Mobile to kick off another season of Friday Night 5G Lights—featuring more winners and more prizes than ever. They're joined by top college football stars Dante Moore (Oregon), CJ Carr (Notre Dame), Kewan Lacy (Ole Miss), Rocco Becht (Penn State), and women's flag football standout Ashlea Klam to help celebrate and encourage schools to get involved.

This season, 1,000 schools will win **\$5,000**, 40 Division Finalists will receive **\$25,000** and a **hometown celebration**, four Division Champions will earn **\$250,000**, a **Gronk Fitness weight room** upgrade, and a **\$5,000 "The Big Deal" Student Spotlight Award**, and one school will score the **\$1 million football field transformation**. Plus, schools can also win the **T-Mobile Fan Favorite Award** and **School Spotlight Awards**.

Applications are now open!

This playbook has everything you need to get started, from key dates and application tips to ideas for engaging your community throughout the competition.



Key dates for the 2027 season

Application Period

(April 9 – September 18)

\$5K Fridays Sweepstakes

(August 17th — September 25th)

Division Finalists, Celebration Events & Voting

(October 8 — 25)

Division Champions & Final Voting

(October 29 — November 8)

Grand Prize Winner Announced

(November 12th)



\$5K Fridays Sweepstakes

Submit your schools application to be eligible for weekly \$5K Fridays Sweepstakes drawings.

How to qualify

1

Submit a completed application

2

Post on social by tagging your school and **@TMobile** with **#FN5GL** and **#Entry**

3

Weekly winners announced starting August 7



Boost Your Chances of Winning!

Get Bonus Entries: Every post on Instagram and X is an extra chance to win.

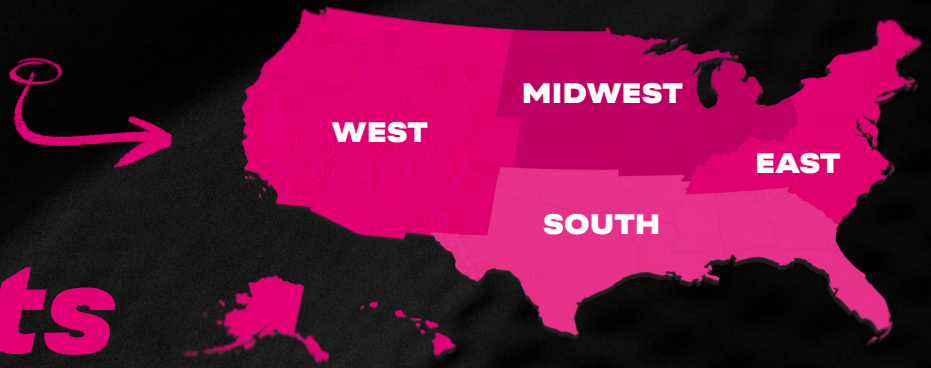
Just remember to always include:

- School X or Instagram handle
- @TMobile
- #FN5GL
- #Entry

Assemble Your Team: You don't have to do it alone! Partner with your PTA, Booster Club, band, or student government to help spread the word.

Tell Your Story: Get everyone involved—students, teachers, parents, and alumni. Create posts that show us your school spirit, why you need an upgrade, and the impact this prize would have on your community.

Division *Finalists*



Forty schools. Four divisions. Four chances to win.

Forty schools—10 from each region across the East, Midwest, South, and West—will be selected as Division Finalists. This is your chance to celebrate your school, energize your community, and build momentum toward the Grand Prize.

Each Division Finalist will receive:

- **\$25,000** for its football program.
- **A T-Mobile-hosted Friday Night 5G Lights Celebration Event** at a home football game or community event between **October 8–25** to celebrate your school, create excitement, and rally community support.

From **October 8–25**, Division Finalists will compete in a bracket-style community voting competition to determine the four Division Champions. Rally your community through social media, QR codes, flyers, and local outreach to earn votes.

Division *Champions*

Four schools. Four communities. One step closer to history.

One school from each division—East, Midwest, South, and West—will be crowned a Division Champion based on community votes. It's a milestone that rewards the power of a community rallying behind its school.

Each Division Champion will receive:

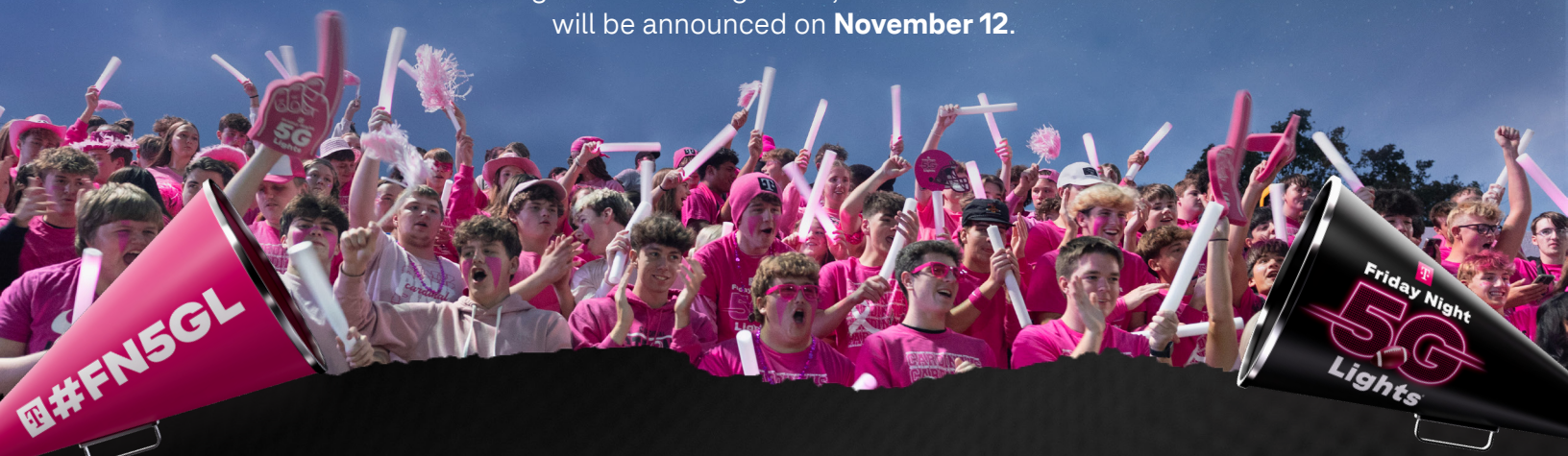
- **\$250,000** for its football program.
- **A GronkFitness.com weight room upgrade.**
- Recognizing one outstanding student with a **\$5,000 'The Big Deal' Student Spotlight Award** for leadership, service, and positive community impact.

Additional details will be shared with qualifying schools.



Grand prize winner

Following the final voting round, the Grand Prize Winner
will be announced on **November 12**.



The winning school will receive:



\$1 million toward a
transformational **home**
football field upgrade.



A **GronkFitness.com**
weight room upgrade.



An unforgettable
2027 field unveiling and
tailgate celebration.

Additional awards

T-Mobile Fan Favorite Award

One school will receive **\$25,000**
based on votes from T-Mobile
employees.

School Spotlight Awards

Four schools will each receive
\$5,000 for outstanding social
media content and creativity.

'The Big Deal' Student Spotlight Award

Recognizes one outstanding student
from each Division Champion school
with a **\$5,000** prize for leadership,
service, and positive community impact.

Get ready to apply!



New schools

Create a login through the application portal on FridayNight5GLights.com.

You can save your progress and return any time before submitting. Once submitted, you will not be able to edit your application.

Returning schools from 2024 or 2025

We've made it easy for you to resubmit your previous application. Create a log in through the application portal on FridayNight5GLights.com, to update or resubmit your previous application. To verify prior participation, search by School name or Tax ID. Or if you prefer to start a new application, follow the new school instructions.

What you'll need to apply:

☐ Basic information:

- School name and address
- Tax ID
- Primary contact information
- Official social media handles (recommended)

Note: Social participation is not required to enter the contest and compete for prizes. However, the more you post, the greater your chances to win in the \$5K Fridays Sweepstakes. Every post on Instagram and X counts as a bonus entry in the \$5K Fridays Sweepstakes.

☐ Photos:

- Football field and stadium
- Areas in need of upgrade
- School logo
- Examples of school spirit (football team, fans, mascots, cheerleaders, band, etc.)

☐ Written responses:

- **700 words:** Why your school needs an upgrade and how the upgrade would impact your community.

☐ Important eligibility notes:

- Applications must be submitted for individual high schools
- Authorized school staff (football coach, athletic director, principal superintendent) may apply on behalf of the school
- Booster clubs and parents may not apply directly
- One application per school
- Town population must be less than 150,000

☐ If selected as a \$5K Fridays Sweepstakes winner, schools must provide:

- Signed 2026 W9 (street address only, no PO Boxes)
- Signed affidavit

Your game plan *to get noticed*



Rally your troops

The schools that stand out are the ones that tell their story. Use the ideas and tools below to spread the word, celebrate your school, and inspire your community to get involved. Every post helps tell your story and showcase why your school deserves to be recognized.

Tell your story

Strong storytelling helps your school stand out.

Be clear and authentic about:

- Why your school needs an upgrade
- What makes your Friday nights special
- How the program would impact your students and community

Show your spirit

Social participation helps increase visibility and build community momentum.

- Start by engaging your PTA, booster club, football team, cheerleaders, band, teachers, parents, and local businesses.
- Share photos, videos, and moments that highlight your school's pride and rally your town.

To ensure your community and T-Mobile sees your school spirit, be sure you tag your school's social handle with **@TMobile** and use the hashtags **#FN5GL** and **#Entry**.

Your game plan *to get noticed*

cont'd

Take a look at these example social media posts for content and copy inspiration:

■ Hype video

Share authentic, first-person stories or a high-energy hype social video introducing your school and showing us why you deserve a spot as a finalist. Bring the pride, the passion, and shine a light on what makes your Friday night games unforgettable.

Example copy

Your High School  @SchoolSocialHandle

The **[School Social Handle]** spirit is fired up for **#FN5GL**! 🏆 We're getting loud and proud, and making our **#Entry** into Friday Night 5G Lights known! 📢 @TMobile, help us make an impact in our community forever! 🙌

34 2.3K 10.9K 150K

■ Band & cheer

Let your band and cheer teams lead the charge. Show us how your spirit squads rally the school and turn Friday nights into something bigger than the game.

Example copy

Your High School  @SchoolSocialHandle

We've got spirit! 🌟 **[School Social Handle]** is joining **#FN5GL** to transform Friday nights in our community. 📢 We're making an **#Entry** by sharing one of our favorite traditions to show @TMobile how we get ready for victory! 🏆

34 2.3K 10.9K 150K

■ Shout out

Rally your most notable alumni, hometown heroes, influencers, or local legends to shout out your school. Whether it's a pro athlete, news anchor, mayor, or a hometown business owner—show us who's backing up your bid and how far your support reaches.

Example copy

Your High School  @SchoolSocialHandle

We're casting our **#Entry** into Friday Night 5G Lights with a special shoutout to help make our voice heard and show @TMobile why **[School Social Handle]** deserves to win big! 🙌 Thanks for supporting our **#FN5GL** journey! 🙌

34 2.3K 10.9K 150K

Stay consistent

Schools that show up consistently — through storytelling, social engagement, and community support — strengthen their chances of advancing throughout the competition.

The Gronk *AR Experience*

Get in the Game with **Gronk AR (Augmented Reality)** ! New this year, schools can experience Friday Night 5G Lights like never before and interact with Gronk himself — in AR!

- With the “**Gronk AR Experience**” schools can snap a selfie with Gronk, watch blooper highlights, and explore the action under the bright lights — all from your phone.
- Share your Gronk content on social and **tag your school’s social handle** with @TMobile AND use the hashtags #FN5GL and #Entry.



Scan the QR code
or visit [FN5GL.com/AR](https://fn5gl.com/AR)
to get in the action.



Ready. Set. *Announce!*

PA Announcements

But don't stop there! Take the mic and spread the word yourself! Share the play-by-play on your school's morning PA announcements, news updates, or game day sportscasts.

■ Option 1

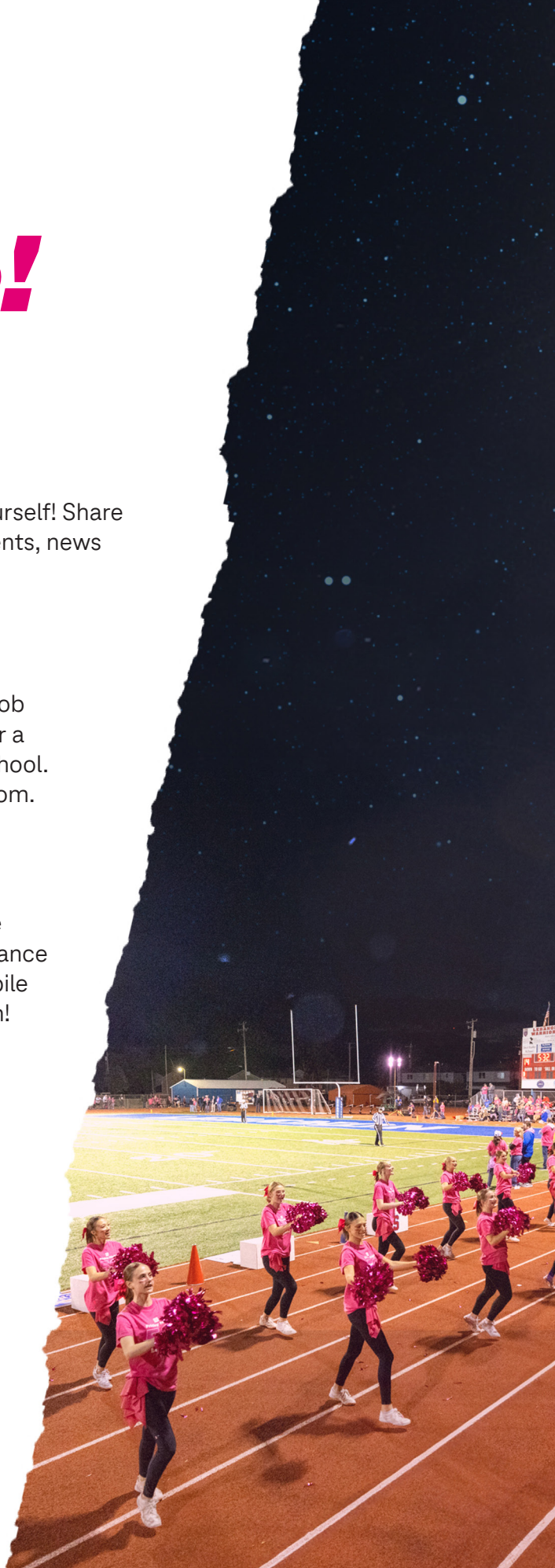
Hey [School Mascot] fans! T-Mobile is teaming up with Rob Gronkowski and Patrick Mahomes to give \$1,000,000 for a game-changing home field upgrade to one deserving school. And it could be us! Learn more at FridayNight5GLights.com.

■ Option 2

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 Handle], @TMobile and use hashtag FN5GL and hashtag entry to join the fun!

■ Option 3

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



Inbox full of *school spirit*



Email templates

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

Suggested email copy

Dear [NAME],

We are thrilled to share that we've entered [School Name] into the T-Mobile Friday Night 5G Lights competition!

This nationwide program celebrates the spirit of small-town high school football while giving high in towns less than 150,000 population opportunities to win upgrades that make a lasting impact.

What this means for Our School?

We are now in the running for a chance to win:

- 1,000 schools will win \$5,000 in sweepstakes prizes
- 40 Division Finalists will receive \$25,000 and a T-Mobile-hosted home game celebration
- 4 Division Champions will each earn \$250,000, a Gronk Fitness gym, and additional student recognition awards
- One Grand Prize Winner will receive a \$1 million football field and facility upgrade that includes an unforgettable tailgate party unveiling in 2027.

How You Can Support:

The schools that go the farthest are the ones that rally their communities and show school spirit on social (Instagram, X, Facebook and TikTok)! 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!

- Show your support on social media and encourage friends and family to get involved by tagging our school, **@tmobile** and be sure to tag **#FN5GL #Entry**.
- Parents and staff – help set your school up for success by spreading the word and taking to social media to help create content and amplify the message.
- Every post helps showcase what makes our school and community special.

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. Go [School Mascots]!

- [YOUR NAME, HIGH SCHOOL]



Your game plan

Key things to consider

Make sure TMobile@FridayNight5GLights.com is marked as safe (not junk), so you don't miss important updates and reminders.

Watch for the full program playbook—including rules and key details—in your inbox and at FridayNight5GLights.com on August 6.

T-Mobile Friday Night 5G Lights is all about celebrating high schools and hometown pride across America. We encourage sportsmanship—both online and offline—and rallying your community.

