

**Hardin County Educational and Community Television  
Sponsorship of High School Sporting Events Tentative Agreement 2011-12**

**To: Randall Bradley, Brandenburg Telecom**  
**From: Gina Ryan, Director of HCEC-TV**

Hardin County Educational and Community Television and Brandenburg Telecom have partnered for six years to provide LIVE, exciting coverage of the local high school sporting teams as part of its educational programming coverage. The events are then rebroadcast on HCEC-TV, airing locally on channel 2 on Brandenburg Telecom Cable, Comcast Cable and on Insight Cable's channel 25. Within the multi-city and multi-county viewing areas, over **65,000 cable subscribers** have access to HCEC-TV's programming. Local teams' sporting events are some of the most popular programs on HCEC-TV and Brandenburg Telecom. **With the increase in minimum wage and fuel costs, HCEC-TV's cost of producing these live events has slightly increased.**

HCEC-TV is seeking Brandenburg's sponsorship of these LIVE popular productions to offset production costs and allow for a broad spectrum of coverage. **Each event airs a minimum of six times** the week it runs on HCEC-TV. **The sponsor's name is featured on the TV Screen** many times during the broadcast. The **announcers** will **mention** that the **programs are sponsored by the business**, along with a brief statement/slogan about the company. During the event coverage, **sponsors can come and discuss the business** with the announcers. **If the business has a videotaped commercial and/or power point announcement currently airing on cable, the same advertisement could run before the game, during halftime and following the post-game comments.** HCEC-TV can assist in the advertisement's production.

In addition to supporting the teams and HCEC-TV's ability to provide LIVE exciting local sports, Brandenburg Telecom continues to receive **marketing benefits reaching a large audience.** **This proposal is for exclusive "Live" airing of HCEC-TV's local high school sports coverage for the 2011-12 school year.** Brandenburg Telecom will receive a DVD copy of each game. Unlike print advertising, video sponsorship has repetitive value. In addition, the company is choosing to support student learners, while supporting student athletes. Please consider sponsoring the **"Live" coverage of football, boys/girls soccer, volleyball, boys/girls basketball, wrestling, baseball and the single camera feature captures for tape delay of several more fall, winter and spring sporting events (cross country, golf, swimming, softball, track).** The cost listed for live coverage includes materials, crew (a director with student production assistants, two announcers and post-production facilitation) for the events.

Each sporting event covered "Live" includes a multi-camera video capture, with graphics, featuring talented announcers. HCEC-TV lineup features a number of exciting regular district games and highlight packages area teams. Single camera, tape delayed events will feature name mention by announcer, sponsor's name numerous times on the screen and on the opening and ending credits.

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In addition to the "Live" airing, the game will be shown the following week on regular HCEC-TV programming, providing your company with a minimum of six additional broadcasts for that following week. Due to inclement weather, some games may be postponed. HCEC-TV will do its best to pick up the rescheduled games.

The schedule of games to be captured is tentative, with alternatives planned as backup dates. HCEC-TV will facilitate with the various schools district tournament coverage. The cost of that coverage is included in this proposal. The schools will be paid a fee from HCEC-TV for this coverage. The schools have previously accepted the amount proposed for the last two years.

**As discussed, Brandenburg Telecom can pursue multiple sponsors for the "LIVE" broadcasts. Additional sponsors will be given same airtime promotion.**

**As a department in the Hardin County Schools, HCEC-TV requests that any "live" published advertisements promoting HCEC-TV produced events also include the Hardin County Schools logo in the corner of the advertisement to publicize the partnership. Hardin County Schools' logo will be provided.**

Your quick response to this request is greatly appreciated. You can contact me by phone at 270-769-8855, fax in your preference to 270-769-8961/email: gina.ryan@hardin.kyschools.us

This is a very full schedule, adding additional opportunities for all sports getting the benefit of coverage. This schedule averages three LIVE events weekly giving Brandenburg and all schools' sports a variety of promotion. **In addition to regular season events, I've included tournament action that had previously been added in the last two seasons. HCEC-TV will pay schools' tournament coverage fees from this contracted amount.**

**Brandenburg Telecom can reduce the number of LIVE or taped events listed in the contract. If a game is not played at a LIVE location or gets rained out, alternative game(s) will be added to fulfill the contract.**

**Additional games not included in this contract are Region Boys and Girls Basketball and Region Baseball coverage. Because the games' status is not certain, those games/tournaments can be negotiated pending the teams and the number of games that occur.**

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### Fall LIVE Events

Live Dates	LIVE Events on Channel 1	Time	Rebroadcast	Cost
Th/8/11/11	CH @ NH Varsity Volleyball	7:00 p.m.	8/15-21/11	\$255
Tu/8/16/11	EH @ JH Varsity Volleyball	7:00 p.m.	8/21-28/11	\$255
Fr/8/26/11	1 <sup>st</sup> Citizens Bowl Games at CH CH/DeSales (and) EH/Grayson	6:00 p.m. 9:00 p.m.	8/28-9/4/11	\$600
Sa/8/27/11	Jaggers Bowl Games 2 NH/S Oldham (and) MC/Grwd	5:30 p.m. 8:00 p.m.	8/28-9/4/11	\$600
Tu/9/1/11	CH @ NH Boys Soccer	7:00 p.m.	9/4-11/11	\$255
Fr/9/2/10	CH @EH FB Live	7:30 p.m.	9/4-11/11	\$480
W/9/7/10	MC @ CH Varsity Volleyball	7:00 p.m.	9/11-18/11	\$255
Th/9/8/11	EH @ CH Boys Soccer	7:00 p.m.	9/11-18/11	\$255
Fr/9/9/11	Boyle @ JH Football	7:30 p.m.	9/11-18/11	\$480
M/9/12/11	CH @ NH Girls Soccer	7:00 p.m.	9/18-25/11	\$255
9/15/11	EH @ JH Boys Soccer	7:00 p.m.	Wk 9/18/11	\$255
Fr/9/16/11	NH @ CH Football	7:30 p.m.	9/18-25/11	\$480
Th/9/22/11	EH @ CH Varsity Volleyball	7:00 p.m.	9/25-10/2/11	\$480
Fr/9/23/11	Henderson @ MC Football	7:30 p.m.	9/25-10/2/11	\$510
Fr/9/30/11	CH @ JH Football	7:30 p.m.	10/2-9/11	\$480
Fr/10/7/11	Louisville Central @ EH Football	7:30 p.m.	10/9-16/11	\$480
Mo/10/11-12/2010	District Volleyball Tournament (4 Games on 3 nights @ CH)	TBA	10/16-23/11	\$400
Th/10/13/11	10 <sup>th</sup> Dist. Boys Soccer Champ/CH	7:30 p.m.	10/16-23/11	\$255
10/17-20/11	Region Girls Soccer Games (2/3games)	TBA	10/23-30/11	\$300
Fr/ 10/14/11	JH @ NH Football	7:30 p.m.	10/16-23/11	\$480
F/10/21/11	NH @ MC Football	7:30 p.m.	10/23-30/11	\$510
Fr/10/28/11	Boone @ JH Football	8:00 p.m.	10/30-11/6/11	\$480
Fr/11/4/11	District Football (Team TBA)	7:30 p.m.	11/6-13/11	\$480
Fr/11/11/11	District Football (Teams TBA)	7:30 p.m.	11/13-20/11	\$480
F/11/18/11	Region Football (Teams TBA)	7:30 p.m.	11/20-11/27/11	\$480

Winter and Spring Sports Live Schedule is TBA, but the proposal includes the following number of games and events including 17<sup>th</sup> District Boys and Girls Basketball Tournaments. Spring sports include LIVE coverage of softball/baseball .

Events	#Games	Cost	Total
Boys Varsity Basketball Games (LIVE)	8	\$385 each	\$3080
Girls Varsity Basketball Games (LIVE)	8	\$385 each	\$3080
Wrestling Match @ CH/JH/NH (LIVE)	2	\$200 each	\$400
Discounted Girls District Basketball Tournament @ NH (LIVE)	4	\$300 each	\$1200
Discounted Boys Dist. Basketball Tournament @ JH (LIVE)	4	\$300 each	\$1200
Varsity Softball Games LIVE (1 anncr)	3	\$200 each	\$600
Varsity Baseball LIVE (2 announcers)	3	\$250 each	\$750
Discounted Dist Baseball Tourney at NH	4	\$225 each	\$900
		<b>Total: \$</b>	<b>21, 450</b>

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Discounted fall/spring sports items taped with advertisers getting the benefit. Some of these events may be broadcast LIVE at NO Additional COST.

Dates	EVENT (Taped)	Time	Rebroadcast	Cost
8/23/11	JH @ CH Volleyball LIVE	7:00 pm	Wk 8/28/11	\$0
9/13/11	EH @ NH Volleyball LIVE	7:00 p.m.	Wk 9/18/11	\$0
9/26/11	LaRue @ NH Volleyball LIVE	7:00 p.m.	Wk 10/2/11	\$0
9/21/11	FK @ JH Girls Soccer	7:00 p.m.	Wk 10/25/11	\$0
10/17/11	10 <sup>th</sup> District Girls Soccer Championship	TBA	TBA	\$0
10/17/11	Region Boys Soccer Champ	TBA	TBA	\$0
10/20/11	Region Volleyball Champ	TBA	TBA	\$0
11/16/11	7 & 8 Gr.BB Champ	TBA	TBA	\$0
Various	Cross Country Highlights (5)	TBA	Varies	\$0
Various	Golf Package Highlights	TBA	Varies	\$0
TBA	7/8 Grade Boys BB Champ	Late Feb.	Varies	\$0
3/11	5 <sup>th</sup> Region Girls BB Champ	TBA	Varies	\$0
3/11	5 <sup>th</sup> Region Boys BB Champ	TBA	Varies	\$0
2/12/11	Region Wrestling Champ	TBA	Varies	\$0
TBA	Middle School 7 <sup>th</sup> and 8 <sup>th</sup> Grades Volleyball Champs	Late April	Varies	\$0
TBA	Swimming/Tennis/Track	Jan-May	Varies	\$0
5/12	District Softball Tourney 4 games Taped	May 2012		\$0
5/12	Region Softball Champ	TBA	Varies	\$0

District and Region Tournament Fees to teams will be negotiated and paid by HCEC-TV.  
This contract can be paid in three payments August, December 2011 and March 2012.

Hardin County Board Of Education

*Randall Bradley*  
Business Representative

Date

*8-5-11*

Date