

**Hardin County Educational and Community Television  
Sponsorship of High School Sporting Events Live Agreement 2015-2016**

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

Hardin County Educational and Community Television and Brandenburg Telecom have partnered for seven 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 25/8.5. 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. **HCEC-TV's cost of producing these live events has slightly increased to recoup production costs.**

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" cable broadcast of HCEC-TV's local high school sports coverage for the 2015-2016 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.



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.

HCEC-TV can only propose LIVE broadcasts in other school districts (i.e., Elizabethtown and Meade County). The majority of those requests are allowed. However, the schools visiting the HCS teams may bring their own video crews for various media outlets (Bowling Green, St. X, Trinity, etc.) HCEC-TV does not have exclusive rights with those districts.

**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 game coverage. Normally only HCS and EH schools post season play is covered. Those games/tournaments can be negotiated pending the teams and the number of games that occur.**



**Tentative Fall LIVE and Taped Football, Volleyball and Soccer Events 2015-2016**

<b>Live Dates</b>	<b>LIVE Events on Channel 1</b>	<b>Time</b>	<b>Tentative Rebroadcast</b>	<b>Cost</b>
M/8/17/15	Doss @ NH Varsity VB (Taped)	7:30p.m.	8/23-30/15	No Cost
Tu/8/25/15	JH @ NH Boys Varsity Soccer (Taped)	7:00 p.m.	8/30-9/6/15	No Cost
Tu/8/25/15	JH @ CH Varsity Volleyball (LIVE)	7:30 p.m.	8/30-9/6/15	No Cost
W/8/26/15	NH @ EH Girls Soccer (LIVE)	7:00 p.m.	8/30-9/6/15	\$260
Th/8/27/15	CH@NH Boys Soccer (LIVE)	7:00 p.m.	9/6-13/15	\$260
F/8/28/15	JH @ NH Football (LIVE)	7:30 p.m.	8/30-9/6/15	\$500
M/8/31/15	EH@CH Girls Soccer (LIVE)	7:00 p.m.	9/6-9/13/15	\$260
Th/9/3/15	NH @ CH Boys Soccer (LIVE) <b>Discounted</b>	7:00 p.m.	9/6-13/15	\$80
Th/9/3/15	MC @ CH Varsity Volleyball (Taped)	7:30 p.m.	9/6-13/15	No Cost
F/9/4/15	Bullitt East @ CH Football (LIVE)	7:30 p.m.	9/6-13/15	\$500
T/9/8/15	JH@EH Boys Soccer (LIVE)	7:00 p.m.	9/20-27/15	No Cost
T/9/8/15	CH @ JH Varsity Volleyball (Taped)	7:30 p.m.	9/13-20/15	No Cost
Th/9/10/15	CH @ EH Boys Varsity Soccer (LIVE)	7:00 p.m.	9/13-20/15	\$260
F/9/11/15	NH @ EH Football (LIVE)	7:00 p.m.	9/13-20/15	\$500
M/9/14/15	JH @ NH Girls Soccer (LIVE)	7:30 p.m.	9/20-27/15	\$260
T/9/15/15	EH @ JH Boys Soccer (Taped)	7:00 p.m.	9/20-27/15	No Cost
Th/9/17/15	CH @ EH Varsity Volleyball (LIVE)	7:30 p.m.	9/20-27/15	\$260
F/9/18/15	CHHS @ JHHS Football (LIVE)	7:30 p.m.	9/20-27/15	\$500
T/9/22/15	NH @ JH Boys Soccer (Taped)	7:00 p.m.	9/27-10/4/15	No Cost
Th/9/24/15	NH @ CH Varsity Volleyball (LIVE)	7:30 p.m.	9/27-10/4/15	\$260
F/9/25/15	MC @ JH Football (LIVE)	7:30 p.m.	9/27-10/4/15	\$500
T/9/29/15	EH @ JH Varsity Volleyball (LIVE)	7:30 p.m.	10/4-11/15	\$260
W/9/30/15	CH @ EH Girls Varsity Soccer (LIVE)	7:00 p.m.	10/4-11/15	\$260
W/9/30/15	NH @ JH Girls Varsity Soccer (Taped)	7:00p.m.	10/4-11/15	No Cost
F/10/2/15	Hart @ Etown Football (LIVE)	7:30 p.m.	10/4-11/15	\$500
Th/10/8/15	MC @ CH Boys Varsity Soccer (LIVE)	7:00 p.m.	10/11-18/15	\$260
F/10/9/15	MC @ NH Football (LIVE)	7:30 p.m.	10/11-18/15	\$500
F/10/16/15	CH @MC Football (LIVE)	7:30 p.m.	10/18-25/15	\$500
10/12-15/15	Boys District Soccer Games (4 LIVE) at NHHS	TBA	TBA	\$500
Th/10/15/15	G District Soccer Champ (Taped)	TBA	TBA	No Cost
F/10/23/15	NH @ CH Football (LIVE)	7:30 p.m.	10/25-11/1/15	\$500
10/20-22/15	District Volleyball @ NHHS (LIVE) (4)	TBA	TBA	\$500
F/10/30/15	Christian Co. @ JH Football (LIVE)	8:00 p.m.	11/1-8/15	\$500
F/11/06/15	Dist. Football LIVE	TBA	11/8-15/15	\$500
F/11/13/15	District Football (LIVE)	TBA	TBA	\$500
F/11/20/15	Region Football (LIVE)	TBA	TBA	\$500
F/11/27/15	Region Football (LIVE) Tentative	TBA	TBA	\$500

**Fall LIVE HCEC-TV Brandenburg Telecom Total: \$10,680**

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 .

<b>Events</b>	<b>#Games</b>	<b>Cost</b>	<b>Total</b>
Boys Varsity Basketball Games (LIVE)	8	\$400 each	\$3200
Girls Varsity Basketball Games (LIVE)	8	\$400 each	\$3200
Wrestling Match @ CH/JH/NH (LIVE)	1	No Cost	No Cost
<b>Discounted</b> Girls District Basketball Tournament @ EH (LIVE)	4	\$300 each	\$1200
<b>Discounted</b> Boys Dist. Basketball Tournament @ CH (LIVE)	4	\$300 each	\$1200
Varsity Softball Games LIVE (1 anncr)	4	\$200 each	\$800
Varsity Baseball LIVE (2 announcers)	4	\$250 each	\$1000
District Softball at NH Tournev (4 games Live)	4	\$100	\$400
District Baseball at JHHS Tournev (4 games Taped)	4	\$80	\$320

**Spring Sports Total: \$ 11,320**

**TOTAL AMOUNT OF FALL/WINTER/SPRING LIVE SPORTS: \$22,000**

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

<b>Dates</b>	<b>EVENT (Taped)</b>	<b>Time</b>	<b>Rebroadcast</b>	<b>Cost</b>
TBA	7 & 8 Gr Girls.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
TBA	5 <sup>th</sup> Region Girls BB Champ	TBA	Varies	\$0
TBA	5 <sup>th</sup> Region Boys BB Champ	TBA	Varies	\$0
TBA	Region Wrestling Matches	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

**District and Region Tournament Fees to teams will be negotiated and paid by HCEC-TV.**

**Hardin County Board Of Education**

*Randee Bradley*  
**Business Representative**

**Date**

*8-3-15*

**Date**