



Varsity Impact Program

– A collaboration between Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) and Varsity Brands –

As partners in education, Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) and Varsity Brands recognize that the student experience reaches beyond classroom walls and that a school's climate and culture is instrumental in its educational mission. In a collaborative effort to build school pride, student engagement, and community spirit, Varsity Brands welcomes Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) into the *Varsity Impact Program* (VIP). As a participant in the VIP, Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) will have access to valuable resources such as School Branding Solution and Facilities Branding Solution which is summarized below:

School Branding Solution:

School Branding Solution will include a collaborative redesign of school logos and mascots. We will provide a personalized style guide, online locker for your artwork, and a consultation on how to maximize the brand.

Facilities Branding Enhancer:

Facilities Branding Enhancer will allow administration to choose from a variety of items to prominently display your brand around campus. Items from avenue banners, wall murals, floor mats to window clings will be provided with your school branding to increase the sense of pride and community in your facilities.

- Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) will each receive credit of \$3,000 to be utilized in year one of the agreement
- Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) will also receive 10% off and free shipping on facility branding products for the life of the agreement
- Varsity Spirit Fashion will provide each school North Hardin High School, Central Hardin High School and John Hardin High School each with one spirit flag each with the guaranteed head to toe Cheer and Dance business with Varsity Spirit Fashion.
- Herff Jones Yearbook will guarantee that the yearbook delivers debt free. HJY will provide 5% technology/training credit on the total volume over each school year to be used as the school would like (cameras, computers, signature camps, etc...). We will provide new adviser training workshop in Kansas City at the yearbook plant.

VIP participants realize the value of these resources at no cost when they contract with Varsity Brands' subsidiaries (BSN SPORTS, Varsity Spirit, Herff Jones and VIP Branding) for one year with an option to renew each year for three years to be their preferred provider of graduation products, rings, yearbooks, athletic and physical education supplies and equipment, team sports and spirit team uniforms, apparel and accessories, spirit team camps, competitions and facility branding products.

Varsity offers the VIP program as a measure of good will. Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School)'s participation in the program is not required and Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) may withdraw from the program at any time. Moreover, this document does not bind Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) to purchase any product or service from Varsity exclusively. Commitments to that



effect will be covered in separate contracts between Varsity's subsidiaries and Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School).

This document merely states our mutual intention to join our efforts to build school pride, student engagement and community spirit at Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) through the VIP, as an added benefit to the series of commercial agreements we presently intend to formalize in the coming weeks. Varsity Brands prides itself on building unique and long standing partnerships that are specific to each school and their needs. As such, Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) recognizes that this VIP agreement is confidential and not intended to be shared with any person or entity outside the realm of at Hardin County School District (North Hardin High School, Central Hardin High School and John Hardin High School) decision to build a partnership with Varsity Brands.

On behalf of Hardin County School District

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Signature
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