



Dear Executive Director,

On Friday, January 5th, 2018, in an effort to put more focus on Spalding® Basketball and Dudley® Softball, Spalding entered into an agreement with BSN Sports (“BSN”) for Spalding® Soccer, Volleyball, Baseball, and Football. With this decision, we expect that there may be some questions related to our current ball adoption partnership and the potential of future ball adoption partnerships.

How does this affect my current agreement with Spalding? BSN will step into Spalding’s shoes and fulfill the current terms of the agreement with respect to Spalding® Soccer, Volleyball, Baseball, and Football. Spalding will continue to fulfill the current terms of the agreement with respect to Spalding® Basketball and Dudley® Softball.

How does this affect future Spalding® products we and our schools will receive? Spalding® Soccer, Volleyball, Baseball, and Football products will continue to be made at the same factories with the same specifications. BSN sells both through the current Spalding dealer channel, as well as direct to schools through its current sales force. Spalding® Basketball and Dudley® Softball will continue to be sold by Spalding through its current team dealer channel.

What about renewals of existing contracts and the potential to get an “All Sport” proposal from Spalding? Spalding will continue to offer “Sport by Sport” and “All Sport” proposals, but in conjunction with BSN where Spalding® Soccer, Volleyball, Baseball, and/or Football are involved.

We thank you for your support through this transition and look forward to working with you and your committees to bring highest quality Spalding®/Dudley® products to the fields and courts of play.

Please feel free to call the Spalding representatives below should you have additional questions/concerns.

- John Salay – Director, Sponsorships 216-244-5782 (California – All Sections, Idaho, Iowa, Kansas, Kentucky, Minnesota, Missouri, Montana, North Dakota, Rhode Island, Texas, Washington, West Virginia)
- Brian Kelly – Director, Team Sales – 413-237-6944 (Connecticut, Delaware, Maine, Maryland, Massachusetts, New York, Pennsylvania, Vermont, Wisconsin)
- Dave Coradini – VP, Sales and Sponsorships 270-935-2799