

home team marketing

Home Team Marketing contact info:

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Minit Mart letter of agreement

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Home Team Marketing (HTM) has contributed more than \$50 million to high schools since 2001. We partner with Brands to create and execute business-building campaigns, which also provide financial support to participating high schools.

Our client, Minit Mart, would like to work with your school during the 2018 fall season. In return for your participation in this campaign, your school will receive a check in the amount of \$1,300. Below are details of the Minit Mart program:

Fall 2018

- **Field level signs** – HTM will provide two (2) field level signs (96"x32", or approximately 8'x3') to be placed 8-10 yards behind the end zone on each end of the football field during the fall season. *As these signs are dual-sided and free-standing, they are NOT designed to be placed on a fence.*
- **Public address (PA) announcements** – HTM will provide your school with a PA announcement script, which will run for approximately 10 seconds. Please read this announcement a minimum of two (2) times during all home varsity football games.
- **Schedule magnets** – On behalf of Minit Mart, HTM will provide your school with schedule magnets that will include your varsity football team's schedule. Please distribute these magnets to fans near the admission/ticket gate at your first home game. *Please send us your schedule for this opportunity!*
- **On-site** – A client representative(s) will set-up a table/booth at one (1) mutually agreeable home varsity football game to further show their support for your school. For this on-site, please make available one (1) table and two (2) chairs for the setup. HTM will coordinate the on-site visit directly with your designated high school contact.
 - **Please note on-site recommendation dates need to be 'high attendance' football games**
- **Check Presentation** – On the same night as the on-site, a Minit Mart representative will make an in-game ceremonial check presentation at one (1) varsity football game to further show support for your school. HTM will coordinate the details directly with your designated high school contact.

Payment

- The agreed-to payment will be as follows: \$1,300 Fall.

Additional details

- There is **NO COST** for participating in this program. For simplicity, HTM will produce/ship all finished materials necessary for your school to carry out the campaign's execution. Specific directions will be outlined and included with the materials and must be followed for proper execution.
- HTM is not responsible for loss or damage to any sponsorship elements, for any reason, after delivered to the school.
- Each school is **required** to provide HTM with photo(s) of all campaign elements that can be photographed (field signs and schedule magnets). Photos need to show campaign elements as they are displayed to receive the agreed-to payment. Photo should show the elements with the most fan activity present (i.e., with lots of fans in the stadium/gym).
- Photos can be emailed to pictures@hometeammarketing.com.