



Kenton County School District | *It's about ALL kids.*

**THE KENTON COUNTY BOARD OF
EDUCATION**

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Dr. Henry Webb, Superintendent of Schools

KCSD ISSUE PAPER

DATE:

3/22/18

AGENDA ITEM (ACTION ITEM):

Consider/Approve Simon Kenton High School Fund Raising Project Summary and Funding Agreement
Enc.

APPLICABLE BOARD POLICY:

Community Relations: 10.4

HISTORY/BACKGROUND:

This agreement is with Side Effects, Inc. Side Effects is a high school sports marketing company that works with school administrators and athletic directors to identify needs and design marketable solutions.

FISCAL/BUDGETARY IMPACT:

Total funding for the project will be covered through the sale of advertisements.

RECOMMENDATION:

It is recommended the Board approve the Fundraising Project and Funding Agreement for Simon Kenton High School's Ads on new Football Scoreboard/Video Board including all associated costs.

CONTACT PERSON:

Rob Haney, Executive Director of Support Operations and Finance

Principal

Rob Haney

District Administrator

[Signature]

Superintendent

Use this form to submit your request to the Superintendent for items to be added to the Board Meeting Agenda.

Principal—complete, print, sign and send to your Director. Director—if approved, sign and put in the Superintendent's mailbox.

Kenton County Board of Education

Board Members: Carl Wicklund, Chairperson Karen L. Collins, Vice Chairperson Joshua Crabtree, Esq. Carla Egan Jessica Jehn
"The Kenton County Board of Education provides *Equal Education & Employment Opportunities.*"

REVENUE AMOUNT PER SPONSOR PER YEAR	% OF REVENUE TO KCS	% OF REVENUE TO SIDE EFFECTS
Any amount up to \$100	50%	50%
\$101 - \$1000	55%	45%
\$1001 - \$10,000	60%	40%
\$10,001 - \$50,000	70%	30%
\$50,001 - \$100,000	90%	10%
\$100,001 and up	98%	2%



FUNDRAISING PROJECT SUMMARY AND FUNDING AGREEMENT

Date: March 22, 2018
School: Simon Kenton High School
Department/Sport/Club: Athletic Department/ Stadium
Scope of Project: One Holland Group is donating the money for the new Stadium Scoreboard/ Video Board including all associated costs (equipment, installation and electric)
Anticipated Completion Date for Secured Advertising: (date that all advertisers will be secured and funding in place for project): Costs will be covered up front by One Holland Group. Side Effects will secure sponsors to produce revenue. I anticipate all sponsors through Side Effects will be secured within 4 months of receiving the go ahead.
Anticipated Completion Date for Project: (date the project shall be received / completed at the school): If ordered by June 1, the equipment should be in place the first week of August.
Project Budget: \$0. One Holland Group will cover up front costs, estimated at \$150,000.
Total Number of Sponsors: 10 Annual Total per sponsor/year: \$800/year
Service Agreement(s): (if applicable) n/a
Cost of Service Agreement(s): (if applicable) n/a
Percentage of Funding Dollars to go to school for project: 55%
Percentage of Funding Dollars to go to Side Effects: 45%
Length of term: 36 <u>months</u> for Individual Advertising Agreement(s)
Warranty(s) to be transferred to KCS: (if applicable) KCS will take advantage of the vendor's warranty dependent on which vendor they choose. Daktronics offers a 5 year parts warranty, for example.

All Kenton County School District Policies and Procedures are to be strictly adhered to under the Terms and Conditions of this contract.

Side Effects Designee

Date

Kenton County School Board Designee

Date