

## **MARKETING SERVICES AGREEMENT**

This agreement dated the **April 5<sup>th</sup> 2021** between **Ryle High School** 10379 US-42, Union, KY 41091 ("Customer") and **Nevco Sports Marketing** ("NSM").

NSM will:

1. Provide to the customer marketing services to solicit potential sponsors to advertise on the Softball Scoreboard.
2. Secure Sponsors and advertising for the Softball Scoreboard that will be approved by the customer's Athletic Director or other agent of the customer.
3. Pay the customer 60% of all net revenue from sponsorship fees. Net revenue is defined as: sponsorship fees received less the graphic design, sponsor ad panel production and installation costs. Slam Dunk will provide complete income disclosure upon request.
4. Provide the customer with a list of sponsors and artwork design for final approval by the customer.
5. Be the exclusive Marketing Company for the Customer for performing sponsorship sales on the Softball Scoreboard.

The Customer will:

1. Display the sponsor signage on the Softball Scoreboard for all sporting events held at the softball stadium.
2. Display and honor all advertising sponsorships installed on the Softball Scoreboard until their contract expiration date, even if the the sponsorship contract with Slam Dunk has been terminated.
3. Provide insurance coverage for all equipment for acts of nature or destruction of property on school grounds.
4. Complete Endorsement Letter on school letterhead.

### **Additional Terms and Conditions**

The term of this agreement is for 5 years. At the expiration of the 5-year term this agreement will automatically be renewed for an additional term of 5 years unless either party notifies the other party within 60 days of the expiration of the contract.

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Slam Dunk Sports Marketing (date)

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Customer Signature (date)

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Customer Name (date)

Slam Dunk Sports Marketing  
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Middletown, OH 45042

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