

H+W Dukes

SCHOOL TEAM DEALER AGREEMENT

THIS AGREEMENT is made and entered into by and between H+W Dukes Sport Shop, Inc. (“H+W Dukes”) and Elizabethtown Independent Schools, Elizabethtown, KY (“School”).

H+W Dukes and School have agreed as follows:

- 1. Term:** Beginning July 1, 2024 and ending June 30, 2034.
- For purposes of this Agreement, the terms below shall have the following definitions: “Products” is defined as footwear, apparel, uniforms, accessories, and equipment for the School. “School Year” is defined as July 1st to June 30th, each year of this Agreement.
- 3. H+W Dukes Is Official School Supplier:** H+W Dukes is the sole supplier of all athletic products and apparel to School. Athletic programs include all, but not limited to those programs, listed under the athletic department. H+W Dukes will supply School Adidas products at approximately 25% off Footwear and hardgoods, and approximately 30% off apparel plus any additional embellishment. Discount structure is based off of in stock items. Custom uniforms have their own discount structure. Since this is a multi-branded agreement, discounts vary between brands. H+W Dukes is the sole supplier of all athletic apparel, footwear, hardgoods, online stores, etc. of School. (Ex. School shall purchase from H+W Dukes Sports all H+W Dukes and/or Adidas uniforms, practice gear, shoes, hardgoods, equipment, wind screens, including, but not limited to game and practice balls, helmets, shoulder pads, etc.)
- 4. License:** School hereby grants to H+W Dukes the right and license to use School’s name and trademarks in the United States, in connection with the development, promotion, marketing, advertising, and sale of H+W Dukes and Products. This license shall be exclusive as to H+W Dukes products and shall include the right to use School’s name, nickname, initials, photograph, likeness, image or facsimile image, video or film portrayals and any other means of expressing School’s use of H+W Dukes and .
- 5. Promotional Products Included with each years renewal (each year):**

Years 1-10: \$15,000 in adidas promotional dollars per year

Years 1-10: \$2,500 cash for Naming Rights(TBD) per year

Year 1: \$5000 Signing/Branding Bonus

Bonus Compensation Years 2-10: 10% of Total Money Spent from the previous school year over \$150K. School spends \$200K, the next school year will be rewarded \$5K additional promotional dollars. This will include all money that is in the name of the school, including online stores.

******All Promotional \$Money is in RETAIL dollars***



6. **H+W Dukes Products for School's Use:** During the Term, Embroidery on Promo products will be a TEAM cost \$10.00 per location (For left chest size embroidery). For the same embroidery, a RETAIL cost of \$15.00 per location will be deducted from Promotional account.
7. **Use of H+W Dukes Products:** Exclusive Coaching staff use of H+W Dukes Products when engaged in athletic related activities.
8. **Disclaimer of Warranty: H+W Dukes** shall not be liable to School for any injury or damage suffered by School from wearing or using Products. School SPECIFICALLY WAIVES, AGAINST H+W Dukes AND/OR , ALL EXPRESS OR IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.
9. **Right of Suspension or Reduction:** If H+W Dukes believes that School has breached this Agreement, they may (in its discretion) suspend or reduce the dollar amount or type of Bonus Compensation or Promotional Products available to School.
10. **Entire Agreement:** This Agreement constitutes the entire understanding between School and H+W Dukes with respect to the subject matter herein and cannot be altered or modified except by an agreement in writing, signed by H+W Dukes and School. This agreement is Non-transferable.

IN WITNESS WHEREOF, the parties hereto have duly executed this Agreement as of the date first above written.

H+W Dukes Sport Shop, Inc.
Campbellsville, KY

By: Shaun Hord

 Owner

By: Rick Wilson

 Sales Team Leader

Address:
 120 East Main Street
 Campbellsville, KY 42718

ELIZABETHTOWN INDEPENDENT
SCHOOL DISTRICT
Elizabethtown, KY

By: Paul Mullins

 Superintendent

Address:
 219 Helm Street
 Elizabethtown, KY 42701

