



**HEADLINES SPORTSWEAR REWARDS PROGRAM
FOR BEECHWOOD HIGH SCHOOL**

HEADLINES SPORTSWEAR (“HS”) is pleased to offer **BEECHWOOD HIGH SCHOOL** (“Client”) the **Headlines Sportsweare Sports Rewards Program** (the “Rewards Program”) for purchase and supply of athletic apparel, equipment and digital services for use by Client and its sports and activities programs. HS will provide the Rewards Program for an initial term of 1 year beginning on June 1, 2024 and ending on May 31, 2025. The term shall automatically renew for up to 4 consecutive extension terms of 12 months each (total agreement period of up to 5 years) ending May 31, 2030 unless either party provides written notice of termination to the other party not less than thirty (30) calendar days prior to the expiration of the then current term. Any discounts or credits earned in the extension years shall follow the prior year rates.

During each year for this agreement HS will provide Client, at no charge to Client, with a Team Apparel credit for promotional use by coaches, staff and administration based on the following schedule:

Year 1 (2024-25) - \$14,000	Year 4 (2027-28) - \$14,000
Year 2 (2025-26) - \$14,000	Year 5 (2028-29) - \$14,000
Year 3 (2026-27) - \$14,000	

The value of the Team Apparel shall be the un-discounted then current retail price offered by HS. Separate shipping, service fees and decoration charges will apply.

HS will also provide the following (“Discounted Prices”):

- UA, NB or ADIDAS Apparel/Stock Uniforms 30% off Retail Price
- Headlines Sportsweare Custom Products 25% off Retail Price
- Other Partner Products (excluding equipment) 15% off Retail Price

All full custom uniforms and footwear products will be priced separately. Custom apparel, decorated apparel and footwear from any manufacturers offered by Headlines other than ADIDAS, UA, NB and HS will be sold to Client at the Discounted Price for Other Partner Products, above. Shipping, Service Fees and Decoration charges apply.



HS will also include the following additional services and rebates:

ADX + Athletic Web Page - HS will provide ADX and Web services for the duration of the agreement. Total value \$37,500 (\$7,500 per year)

Box Out Service - HS will provide annual Co-Creation access along with coach training scheduled for each sports season. Total value \$25,000 (\$5,000 per year)

Social Media Consulting - HS will provide a web and video services total credit of \$15,000 to be used towards video, photo and web related initiatives.

Team Shops: Headlines' own thespiritshop.com ("The Spirit Shop") online parent and player pay site is the required source of spirit wear for all school sports and programs. All other programs including club sports and other staff/student organizations will be encouraged to participate. All sales through The Spirit Shop can count towards rebate goals.

Annual Rebate: Subject to the terms below, at the end of each school year of this agreement, Client will receive a rebate credit to be used for HS apparel or services based on the following schedule:

Annual Spending Level	Rebate Amount
\$90,000 - \$125,000	3% of annual spend
\$125,001 - \$175,000	5% of annual spend
\$175,001 +	7% of annual spend

The Annual Rebate credit will be selected from a list of products and services provided by HS and subject to availability at the time of order. Rebate credits must be utilized during the following school year (August through June of the following calendar year). The Annual Rebate balance does not carry over from year to year. The maximum available Annual Rebate will be as set forth above. Separate manufacturer product rebates may be available. The rebates shall be based on any spend with HS by any related entity with Client to be identified in advance. Any freight, decoration and customization setup to rebate product is paid for by Client. Only products/services purchased through HS will be eligible for the Annual Rebate. Client must be current on all payment obligations to HS to be eligible for any rebates and team apparel credits.



Shipping: Client will be responsible for all freight charges on all orders.

100% Satisfaction Guarantee: At Headlines Sportsweare, we are committed to your success. If at any time during the agreement you are not satisfied with any individual item purchased we will exchange or refund the amount that you paid for that specific item after both parties have exhausted all opportunities to correct the defective item. Your deadlines are our utmost priority. Should circumstances under the control of HS ever cause product orders to be delivered after the delivery deadline, HS will reduce the product charge for that particular order by 1-3% (TBD solely by HS). Simply put, we're here for the long haul and we care about the happiness of your coaches, athletes, administrators and all members of the Client community. Be your own Brand. Make Memories. Make Headlines.

BEECHWOOD HIGH SCHOOL

HEADLINES SPORTSWEAR

By: _____

By: _____

Mike Stacy

Ben Cosgrove

Superintendent

Managing Member

Date: ____ / ____ / ____

Date: ____ / ____ / ____

Eligible Entities for Rebate tracking

All Beechwood Independent Schools

All Beechwood Athletic Departments

All thespiritshop.com web stores focused on Beechwood related products.