

Beechwood Independent Schools

Justin Kaiser

Director of Pupil Personnel
54 Beechwood Road
Fort Mitchell, Kentucky 41017



April 8th, 2024

Dear Board of Education,

We opened up an RFP for our apparel provider (currently BSN) for our athletics programs. The following companies provided a proposal:

- BSN
- Headlines

Here is a brief breakdown:

Headlines

\$14,000 Up Front

\$2,500 Boxout Promo Up Front

\$3,000 Digital Promo Up Front

\$19,500 Total Promo +

\$150,000 Annual Spend = 5% Rebate (\$7,500)

\$27,000 Total Annual from Headlines - this is better than the \$25,500 from BSN

We will add in for the first year if you buy a home and away Football Uniform we'll throw in an alternate set.

***Sample quality has been excellent.*

***Locally owned.*

BSN

Based on \$150,000 in total spend per year

Rebates Per Year:

Nike: \$8,000

BSN SPORTS up front: \$10,000

BSN SPORTS rebate: \$7,500

Total each year: \$25,500

Loyalty Signing Bonus: \$14,500 (1st year only)

***And....they made errors with football uniforms and turnaround times have dramatically increased.*

I propose that we move on from BSN and go with Headlines.

Sincerely,

Justin Kaiser

Director of Operations (Director of Pupil Personnel)
Beechwood Independent Schools

Innovative Education Grounded in Tradition