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# Issue Paper

**DATE:**

March 19, 2025

**AGENDA ITEM (ACTION ITEM):**

Consider/Approve Simon Kenton High School is seeking to approve a five (5) year advertising agreement with Kroger

**APPLICABLE BOARD POLICY:**

01.01 Legal Status of Board

**HISTORY/BACKGROUND:**

Simon Kenton High School would like to enter into an advertising agreement with Kroger, beginning in 2025 and ending in 2029, with the option of renewing in 2029. Simon Kenton will place a 3x5 Kroger banner in the gymnasium, football field, softball field, and baseball field.

**FISCAL/BUDGETARY IMPACT:**

Kroger will supply the signs, and they are responsible to replace if damaged.

**RECOMMENDATION:**

Approval Simon Kenton High School is seeking to approve a five (5) year advertising agreement with Kroger

**CONTACT PERSON:**

Troy Roberts – Athletic Director – Simon Kenton

Principal/Administrator

District Administrator

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.

## SIGNAGE AGREEMENT

**THIS SIGNAGE AGREEMENT** ("Agreement") is made and entered into this \_\_\_\_ day of \_\_\_\_ 2025, by and between **THE KROGER COMPANY**, a Kentucky corporation, hereinafter referred to as "**KROGER**" and **SIMON KENTON HIGH SCHOOL**, hereinafter collectively referred to as "**School**".

### WITNESSETH:

**WHEREAS**, School desires to enter into a sponsorship with Kroger for the benefit of Simon Kenton Athletics: and

**WHEREAS**, Kroger desires to be a contributor and sponsor to Simon Kenton Athletics.

NOW, THEREFORE, in consideration of the above recitals and the mutual promises and covenants contained herein, the parties agree as follows:

- 1. DONATION** – Upon execution of this Agreement, Kroger agrees to donate **FOUR THOUSAND DOLLARS (\$4,000.00)** to School to benefit Simon Kenton Athletics to spend as they see fit. Kroger shall also donate the sum of **TWO THOUSAND DOLLARS (2,000.00)** annually (by May 31<sup>st</sup> of 2026, 2027, 2028, and 2029) to School for the remaining four (4) years of this Agreement for the benefit of Simon Kenton athletics. Kroger shall donate signage to the School for the mutual benefit of both parties. Signs will be provided by Kroger and Kroger will maintain such signage (at Kroger's sole cost) for the initial term of this Agreement and any extension or renewals thereof. Signage will be installed by School.
- 2. TERM** – The initial term of this Agreement shall be for five (5) years, and shall begin May 1, 2025 and shall expire on May 1, 2030. Upon expiration of the initial term, School shall provide Kroger an opportunity to renew this Agreement for an additional five (5) years upon terms and conditions mutually agreeable to both parties. At any time during the initial term and any renewal period of this agreement, School shall have the sole option to terminate this Agreement by providing Kroger: 1) 120 days written notice and 2) reasonably equal signage on the Simon Kenton campus.
- 3. SIGNAGE CONTENT** – Kroger shall be granted the rights to promote its business on the signage at the following venues at Simon Kenton: gymnasium, baseball field, softball field, football field.
- 4. APPROVAL** – Execution of this Agreement is deemed as approval of the signage content for Kroger's sections of the signage. Any signage changes in Kroger's sections shall be approved by School and Kroger.

**SCHOOL:**

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Authorized Representative of Simon Kenton High School

**KROGER:**

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Carson Spangler, V.P. of Merchandizing