



FLOYD COUNTY BOARD OF EDUCATION
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Consent Agenda Item (Action Item): To allow Prestonsburg High School to enter into a 5-year agreement with BSN Sports starting on July 1, 2025.

Applicable State or Regulations: KRS 160.160 Powers and Duties of the Local Board of Education.

Budget/Financial Issues: None

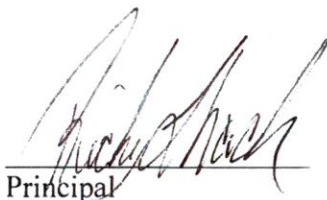
Background and Rationale: Prestonsburg High School is exploring a partnership with BSN Sports, a leading distributor of sporting goods and apparel, to enhance the quality, consistency, and branding of athletic gear and equipment across all school sports programs. As the demand for modernized athletic uniforms, equipment, and school spirit wear continues to grow, establishing a formal agreement with a trusted supplier will streamline purchasing processes, ensure brand consistency, and potentially reduce costs through volume discounts and exclusive deals.

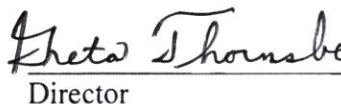
BSN Sports offers comprehensive packages that include custom uniforms, apparel, equipment, and online team stores, which can support school-wide branding initiatives and community engagement. This agreement would benefit athletes and families by providing access to a centralized, reliable source for all athletic needs, while also alleviating the administrative burden on school staff managing multiple vendors.

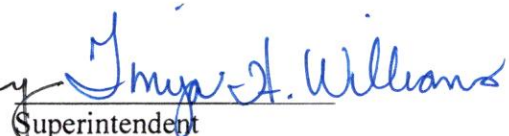
By entering into an agreement with BSN Sports, Prestonsburg High School aims to strengthen its athletic identity, improve operational efficiency, and provide its student-athletes with high-quality gear that reflects school pride and unity.

Recommended Action: Approve as presented

Contact Person(s): Brandon Kidd, 606-886-2252/Ricky Thacker, 606-886-2252


Principal


Director


Superintendent

Date: 5-5-2025

The Floyd County Board of Education does not discriminate on the basis of race, color, national origin, age, religion, marital status, sex, or disability in employment, educational programs, or activities as set forth in Title IX & VI, and in Section 504.



BSN SPORTS
THE HEART OF THE GAME



PRESTONSBURG BLACKCATS

FOOTBALL
BASKETBALL
VOLLEYBALL
SOCCER
BASEBALL
LACROSSE
TENNIS
SOFTBALL
UNIFORMS
TRACK & FIELD
STRENGTH & FITNESS
WRESTLING
SPORTS MED
SPEED
AGILITY
SCOREBOARDS
BENCHES & BLEACHERS
COACHING
AQUATICS



BSN SPORTS™

BSN SPORTS ALL SCHOOL PROGRAM

FOR

PRESTONSBURG HIGH SCHOOL

BSN SPORTS ("BSN") is pleased to offer **Prestonsburg High School (Athletic Programs)** the **BSN SPORTS ALL SCHOOLS PROGRAM** for the purchase and supply of athletic apparel and equipment for use by the school and its interscholastic programs.

BSN SPORTS Product Pricing: The school shall be able to purchase products at the following discounts:

-Nike/UA/Adidas Team Apparel/Stock Uniforms	35% off Retail Price
-Nike/UA/Adidas Footwear	30% off Retail Price
-Nike/UA/Adidas Custom Uniforms	25% off Retail Price
-BSN Products	15% off Catalog Price
-BSN Catalog Branded Products	10% off Catalog Price

All Custom Uniforms and Footwear will be priced separately. Custom apparel, decorated apparel and footwear from any other manufacturers offered by BSN SPORTS will be at team discount pricing.

Decoration charges are not included in the above discounts.

Products sold through Sideline stores, and to the Cheerleading/Dance teams through Varsity Spirit will not be included in spending level totals.

BSN SPORTS Products are identified in our catalog with a black star icon next to the product code. BSN SPORTS catalog branded products are products distributed by BSN from a manufacturer such as Wilson, Spalding, Rawlings, etc.

My Team Shop: BSN SPORTS' online player pay site will be used by all varsity programs. Each program will set up minimum one My Team Shop per season. All other programs including club sports and organizations will be encouraged to participate. All MTS sales including club and organizations will count towards rebate goals. This also includes our new BSN SPRINT Shops.

Shipping: The Athletic Program will be quoted freight charges on all orders.

Product Rebate: Subject to the terms below, at the end of each school year of this agreement, the Athletic Program will receive a Product Rebate including selected products from BSN. The Product Rebate will be selected from a list of products provided by BSN and subject to availability at the time of order. Product Rebates are available after the requirements below are met and must be utilized during each school budget year. All Product Rebates will be redeemed in May and June. A Product Rebate balance does not carry over from year to year.

FOOTBALL
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BSN SPORTS will provide \$5,000 a year in promotional product to the school. This promo will be available July 1st of each year of the agreement and is at the current retail/catalog pricing. Promotional product must be used in full by April 15th each year and does not carry over.

Annual Spending Level Annual Rebate Amount:

\$120,000 +	7% of annual spend in BSN equipment or branded apparel.
\$90,000-\$119,999	5% of annual spend in BSN equipment or branded apparel.
\$60,000 - \$89,999	3% of annual spend in BSN equipment or branded apparel.

Marketing Package / Campus Branding Signing Bonus:

The school shall receive a one-time signing bonus from our IMPACT Program of **\$15,000** at retail price, in the first year of the agreement. This Package consists of promotional products from BSN SPORTS Campus Branding line of products and those can be adjusted to other products within our IMPACT Program.

Champion Incentive Bonus:

Region Championship: Free Champion tees for players and coaches of championship teams. (Teams with 10 member or more)

State Championship: Free State Championship tees for players and coaches of championship teams. Free State Championship Banner

BSN SPORTS E-Commerce Incentive: Opportunity for setup of BSN SPORTS Sideline Store with link on main athletic department website, at no charge for School with a 10% CASH royalty, for each year of contract.

The maximum annual product rebate will be the amount above, inclusive of any manufacturer incentives. Any decoration or customization is not included in promotional product.

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Terms and Conditions: All purchases will be made through BSN SPORTS. Only products purchased through BSN will be eligible for the Product Rebate. BSN SPORTS acknowledges the usage of local decorators for specific items that are agreed upon. Uniforms and sideline gear purchased thru BSN SPORTS will be required during all high school varsity contests. **Prestonsburg High School** and BSN SPORTS will agree on a uniform rotation. This agreement and its contents are intended for **Prestonsburg High School** administration and BSN SPORTS management only. Disclosing any of this information outside of the above parties could make the agreement null and void. The School and Athletic Program must be current on all payment obligations to BSN to be eligible for the Product Rebate.

COVID-19: The parties acknowledge the ongoing risk and uncertainty regarding the impact of Covid-19 on their obligations under this agreement. Notwithstanding the potential foreseeability of such impact, the parties acknowledge and agree that any actions taken by one party in response to or in compliance with recommendations, guidance, orders or other actions or directives of governmental or other applicable authorities with expertise in infectious diseases (e.g., WHO, CDC, NIAID, ETC.) pertaining to COVID-19 shall constitute a Force Majeure event under this agreement. In addition, if either party reasonably or in good faith determines that COVID-19 has made its obligations under this agreement unworkable or overly burdensome, the affected party may terminate or postpone the agreement without penalty. Example being cancellation or suspension of sports by governing body.

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Term: The duration of this agreement is five (5) years from **July 1st, 2025, to May 31st, 2030** ("Term"). This agreement can be cancelled by **Prestonsburg High School**, BSN SPORTS, and that would have to be submitted in writing on or before May 31st of any of the agreement years. BSN SPORTS and **Prestonsburg High School** will meet at the beginning of the 2029 school year to discuss signing an extension. BSN SPORTS has the right to match any competitor offers during the extension discussion.

Acknowledged and agreed to:

Prestonsburg High School

Signature,
School Representative

Please Print Name

Date

BSN SPORTS

Jim Bistrow
Vice President – Southeast Region

Glenn Proffitt
Area Sales Manager

Al Holland
Sales Manager

FOOTBALL

BASKETBALL

VOLLEYBALL

SOCCER

BASEBALL

LACROSSE

TENNIS

SOFTBALL

UNIFORMS

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BSN SPORTS™

Suggested Promo Usage:

BSN promotional product designated to HS Admin to separate per sport. Rebate promo distributed to each sport and divided depending on overall spend on each account. (Ex. School spend reaches the 7% level, Baseball spends \$20,000, they would be allotted \$1,400 of Product Rebate)

Estimated Value of Agreement:

Rebate amount per year:

Based on \$60,000 total spend with BSN SPORTS:

\$5,000 BSN Promo product

3% = \$1,800 product rebate

Total per year: \$6,800

Signing Bonus: \$15,000 VIP Branding Product

Total for agreement: \$49,000

Based on \$90,000 total spend with BSN SPORTS:

\$5,000 BSN Promo product

5% = \$4,500 product rebate

Total per year: \$9,500

Signing Bonus: 15,000 VIP Branding Product

Total for agreement: \$62,500

Based on \$120,000 total spend with BSN SPORTS:

\$5,000 BSN Promo product

7% = \$8,400 product rebate

Total per year: \$13,400

Signing Bonus: 15,000 VIP Branding Product

Total for agreement: \$82,000

All purchases added together to get total for above tiers. This includes purchases by school, boosters, departments, including My Team Shop online purchases.