

Every Child Every Day

SUPERINTENDENT
TONYA HORNE-WILLIAMS

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Consent Agenda Item (Action Item): Consider approval of Floyd Central High School to enter into the BSN Sports Rewards Program for the purchase and supply of athletic apparel and equipment. This partnership will run for the remainder of the 2026 school year through the 2030-2031 school year.

Applicable State or Regulations: KRS 160.190 Duties and powers of the Board: 01.11. Facility use must have Board of Education approval.

Fiscal/Budgetary Impact: There will be no fiscal or budgetary impact on the Floyd County Board of Education.

History/Background: Floyd Central High School seeks approval to participate in the BSN Sports Rewards Program as a strategic initiative to strengthen and support our athletic programs. Participation in this program will promote consistent use of the school's official color pallet: Under Armor brand colors—Electric Blue and Vegas Gold—while providing access to high-quality athletic apparel and equipment from reputable vendors. Through this partnership, the school will benefit from discounted pricing, allowing athletic programs to maximize available resources without compromising quality or performance standards.

Participation in the BSN Sports Rewards Program will also support a more systematic and uniform approach to purchasing athletic apparel and equipment. This consistency will help ensure a cohesive and recognizable school color palette across all athletic teams, reinforcing school identity and professionalism. Additionally, the program provides opportunities to market Floyd Central High School and the Jaguar logo, further enhancing school spirit, community recognition, and the visibility of our athletic programs.

This agreement shall apply to Floyd Central High School athletic programs excluding cheerleading and dance teams. Cheerleading and dance programs are ^{optimal} participants in the BSN Sports Rewards Program and are not subject to its apparel, branding, or color-use provisions, but will work to ensure they will follow all school color requirements.

Recommended Action: Approve request for Floyd Central High School to enter into partnership/contract with BSN to participate in the BSN Sports Rewards Program from the time of board approval through the 2030-2031 school year.

Contact Person(s):

Jeremy Hall, Principal

606-358-9200

Jeremy.hall@floyd.kyschools.us

Principal

Director

Superintendent

Date: 2/10/26

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.

442 KY ROUTE 550, EASTERN KY, 41622
TEL: 606.886.2354 FAX: 606.886.4550



FLOYD CENTRAL JAGUARS



BSN SPORTS is pleased to offer **Floyd Central High School** the **BSN SPORTS REWARDS PROGRAM** for the purchase and supply of athletic apparel and equipment.

Floyd Central High School will receive \$25,000 in the form of Product at Retail from BSN SPORTS for the length of the agreement (at retail price):

Annual Guarantee Term	Amount
Remainder of 2026	Rewards Program
Year 1 (2026-27)	\$5,000
Year 2 (2027-28)	\$5,000
Year 3 (2028-29)	\$5,000
Year 4 (2029-30)	\$5,000
Year 5 (2030-31)	\$5,000

Floyd Central High School will receive the following rebate on all purchases made through BSN for the length of the agreement (at retail price). The rebate tier will be determined by the entire school purchases made in that school year and will be distributed to each sport based on their total spend each year at the discretion of the Athletic Director.

Annual Spend Amount	Annual Rebate Amount
\$120,000 +	7% in branded apparel or BSN SPORTS equipment
\$90,000 - \$119,999	5% in branded apparel or BSN SPORTS equipment
\$60,000 - \$89,999	3% in branded apparel or BSN SPORTS equipment

BSN Sports Product Pricing:

- Under Armour /Adidas/ Nike Team Apparel/Stock Uniforms - 35% off retail price
- Under Armour /Adidas/ Nike Footwear – 30% off retail price
- Under Armour /Adidas/ Nike Custom Uniforms – 25% off retail price
- BSN Sports Products - 15% off catalog price
- BSN Sports Catalog Branded Products - 10% off catalog price

Discount terms based on pricing table:

Custom uniforms, decorated apparel from other manufacturers, and footwear will be at the then-current team discount pricing. All Custom Uniforms purchased within the timeframe specified in the BSN SPORTS buying calendar.

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

Shipping:

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

My Team Shop / SPRINT Shop: BSN SPORTS' online player pay site is required to be used by all varsity programs. Other programs including club sports, intramurals and other organizations will be encouraged to participate. My Team Shop



products may be discounted less than team sales pricing. My Team Shop / SPRINT sales will be included in the Spending Level Totals and are a great way to maximize rebate amounts.

Terms and Conditions:

- Uniforms & sideline gear will be required to be purchased from BSN Sports to wear during varsity contests.
- **Floyd Central High School** and BSN SPORTS will agree on a uniform rotation.
- All athletic purchases will be made through BSN SPORTS. If a team does not purchase from BSN SPORTS, we reserve the right to withhold the allotted promotional allotment.
- BSN SPORTS acknowledges the usage of local decorators for specific items that are agreed upon.
- Disclosing any of this information outside of the above parties could make the agreement null and void.
- With this partnership, BSN SPORTS will be provided opportunity to quote any new or remodel athletic facility construction projects. Both parties will review needs and work together for best possible solutions.
- School will promote this partnership through public announcements at events (provided by BSN SPORTS) at all sporting events. A ½ page advertisement supplied by BSN SPORTS shall appear in School's media guide distributed, displayed on all video boards at any such event and online.
- Only products purchased through BSN SPORTS at the above discounts will be eligible for the Product Rebate.
- The school and related Athletic Programs must be current on all payment obligations to BSN to be eligible for the Product Rebate.

Other Incentives:

- **Signing Bonus:** Up to **\$1,500** in YEAR 1 of the agreement (1/15/26 – 4/1/26)
- **IMPACT Signing Bonus:** Facility VIP Branding Products in value of **\$15,000** YEAR 1 of the agreement. If the school terminates the agreement before the end of the initial term, BSN SPORTS reserves the right to charge for the pro-rated amount of the signing bonus.
- **Regional Championship:** Free Championship tees for players and coaches of championship team
- **State Championship:** **\$2,000** in BSN promotional products and free State Championship tees for players and coaches of championship team. Free State Championship Banner. (team must be in a BSN purchased apparel during championship and have executed a My Team Shop during that season)
- **Sideline Store:** BSN SPORTS will provide and service at no charge a Sideline Store, a 365/24 e-commerce platform. The sideline store will provide a 10% annual rebate on all purchases through the Sideline Stores.
- **BSN SPORTS Service Promise:** BSN SPORTS will provide one (1) dedicated sales professional ("BSN SPORTS Representative"), to conduct agreed upon on-site visits to the school throughout the term of this Agreement. The local Sales Manager for the area will conduct quarterly visits. BSN SPORTS Representative will be responsible for showing product samples, communicating order deadlines and providing 24-hour response for all questions and concerns. BSN SPORTS will provide a purchasing calendar for each sport to follow to assist in purchasing timelines and delivery. BSN SPORTS will also carry approx. \$100+ Million dollars of product at any given time in our 2 state of the art warehouse facilities.



Length of Agreement: January 1st, 2026-June 30th, 2031

The duration of this agreement is five & half (5.5) years from January 1st, 2026, to June 30th, 2031 (“Term”). This agreement can be cancelled by **Floyd Central High School**, BSN SPORTS, and that would have to be submitted in writing on or before May 31st of any of the agreement years. At the expiration of the Initial Term, this BSN Rewards Program will automatically renew for successive one (1) year periods for up to 2 additional years ending in 2033 unless a party provides the other party with written notice of its intent not to renew this BSN Rewards Program at least ninety (90) days prior to the expiration of the then current Term. BSN SPORTS management will meet with administration each quarter to review our partnership. In the fall of 2030, BSN SPORTS and administration will meet to discuss a new agreement. BSN SPORTS has the right to match any competitor’s proposal during negotiations to extend this agreement.

Signature

Floyd Central High School

BSN SPORTS – VP of Sales

Date: _____

Date: _____

Signature: _____

Signature: _____

Print Name: _____

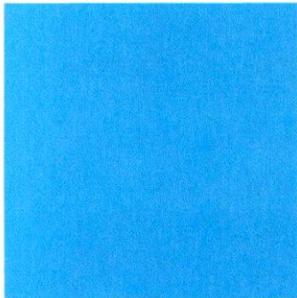
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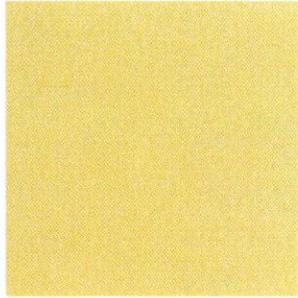
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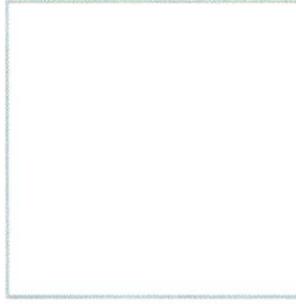
School Color Guide:



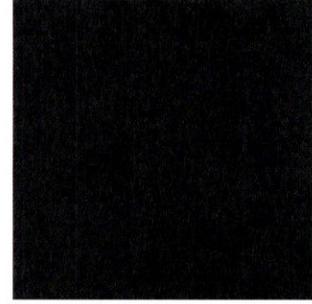
**VICTORY
ARCTIC BLUE**
PMS: 2925
RGB: 0,156,22
HEX: 009cde



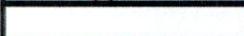
**VICTORY
VEGAS GOLD**
PMS: 4515
RGB: 203,183,203
HEX: cbb778



**VICTORY
WHITE**
PMS:
RGB:255,255,255
HEX: ffffff



**VICTORY
BLACK**
PMS:
RGB: 0,0,0
HEX: 000000H

Color Appearance	UA Name/Color Number	Pantone TCX	PMS#
	White 100	11-0601 TCX Bright White	663C
	Black 001	19-4007 TCX Anthracite	426C
	Team Vegas Gold 715	14-0721 TCX Hemp	466C
	Electric Blue 428	18-4252 TCX Blue Aster	7690C

Color Mapping

