



Every Child Every Day

SUPERINTENDENT
TONYA HORNE-WILLIAMS

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KEITH SMALLWOOD

MEMBER DISTRICT 2
DR. CHANDRA VARIA

MEMBER DISTRICT 3
WILLIAM NEWSOME, JR

MEMBER DISTRICT 5
STEVE SLONE

Consent Agenda Item (Action Item): Request approval of a School Mascot Debit Card Program Agreement by and between Citizens Bank of Kentucky, 620 Broadway, Paintsville, KY, and Floyd County Schools.

Applicable State or Regulations:

Policy 0.1.11 General Powers and Duties of the Board

Fiscal/Budgetary Impact:

There is no cost associated with this request.

History/Background: The purpose of the agreement is to establish and promote a co-branded debit card program featuring the officially approved mascot and/or logos of our three high schools: Betsy Layne High School, Floyd Central High School, and Prestonsburg High School. This initiative is designed to Foster School Spirit and Community Engagement; Generate Financial Support for the School District; Enhance Brand Visibility for Both Parties; Promote Financial Literacy and Inclusion. Citizens Bank agrees to contribute \$5.00 to the participating high school or school district for each qualifying mascot card issued to a bank customer. The bank guarantees a minimum annual contribution of \$500 with a maximum annual contribution of \$2,500.

Recommended Action: Approve approval of a School Mascot Debit Card Program Agreement by and between Citizens Bank of Kentucky and Floyd County Schools

Contact Person(s): Greta Thornsberry, Director of District Wide Services

Greta Thornsberry *Tonya A. Williams*
Director Superintendent

Date:

March 18, 2026

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.



SCHOOL MASCOT DEBIT CARD PROGRAM AGREEMENT

This School Mascot Debit Card Program Agreement ("Agreement") is entered into as of _____, being the **Effective Date**, by and between:

Citizens Bank of Kentucky, a financial institution organized and existing under the laws of the State of Kentucky, with its principal office located at **620 Broadway, Paintsville, KY 41240** ("Bank"), and

Floyd County School District, a public school district organized under the laws of the State of Kentucky, with its principal office located at **442 KY RT 550, Eastern, KY 41622** ("School District").

1. Purpose

The purpose of this Agreement is to establish and promote a co-branded debit card program between the Bank and the School District featuring the officially approved mascot(s) and/or logo(s) of the School District's high school(s) ("Mascot Card"). This initiative is designed to:

- **Foster School Spirit and Community Engagement:** By offering debit cards that proudly display the mascots or logos of the School District's high school(s), the program encourages students, parents, alumni, faculty, and community members to visibly support their local high school(s). The Mascot Card serves as a symbol of pride and unity, reinforcing the School District's high school(s) throughout the community.
- **Generate Financial Support for the School District:** The Bank will contribute to the School District for each Qualifying Mascot Card issued, as outlined in section 5, which can be used by the School District to support academic programs, extracurricular activities, facility improvements, or other initiatives that benefit students and the school community. The more Mascot Cards issued with the School District's high school(s) mascot and/or logo, the greater the financial impact for the School District up to a maximum limit as outlined in section 5.
- **Enhance Brand Visibility for Both Parties:** The program provides mutual branding opportunities, allowing the Bank to demonstrate its commitment to local education and community development, while the School District benefits from increased visibility and engagement through financial services.
- **Promote Financial Literacy and Inclusion:** The Mascot Card program could be integrated with educational initiatives to promote financial literacy among students and families, encouraging responsible banking habits and providing access to modern financial tools.

This program reflects a shared commitment to community values, educational excellence, and innovative collaboration between the Bank and the School District.



2. Program Description

- The Bank will design, produce, and distribute debit cards featuring the School District's approved high school(s) mascot/logo.
- The Mascot Card will be available to all Bank customers who hold eligible deposit accounts, as well as to new customers who open qualifying deposit accounts where a debit card can be issued.
- Bank customers will have the ability to select the high school mascot/logo of their choosing when requesting a debit card. This selection will determine which high school / School District receives the associated financial contribution from the Bank.
- For each Qualifying Mascot Card issued, the Bank will make a financial contribution either to the specific high school selected by the Bank customer or directly to the School District, based on the preference determined by the School District up to a maximum limit as outlined in section 5.

3. Branding and Intellectual Property

- The School District grants the Bank a limited, non-exclusive, royalty-free license to use its approved high school(s) mascot/logo, and related branding solely for the purposes of this debit card program.
- All debit card designs that incorporate the School District's high school mascot(s) or logo(s) will be submitted to the School District for review and approval prior to use.
- The Bank agrees not to alter or misuse the School District's branding in any way.

4. Marketing and Promotion

- The Bank and the School District may jointly engage in coordinated marketing efforts to promote the Mascot Card program (**Subject to Bank Approval**). These efforts may include, but are not limited to, co-branded advertising campaigns, social media outreach, digital message boards, radio advertisements, newspaper advertisements, billboards, email communications, press releases, school newsletters, and participation in school or community events. **All marketing and promotional efforts are to be coordinated by the Bank's Marketing Department to ensure compliance.**
- The Bank may use the School District's branding in marketing materials in a manner consistent with the School District's applicable brand standards. The Bank may also include the branding of multiple school districts in a single marketing medium, provided that each School District's branding is used in accordance with its applicable brand standards. No prior review or approval by any School District shall be required.



- At the sole discretion and approval of the Bank, it will assume full financial responsibility for all costs associated with the development, production, and execution of marketing efforts related to the Mascot Card program, unless otherwise agreed upon in writing by both parties. This includes, but is not limited to, expenses for advertising materials, digital campaigns, promotional events, signage, branded collateral, and any other promotional activities undertaken to support the program.

5. Financial Contributions

The Bank agrees to contribute **\$5.00** to the participating High School or School District for each Qualifying Mascot Card issued to a Bank customer, with the contribution directed either to the selected high school or to the School District's general fund, based on the School District's allocation preferences. This contribution is intended to provide direct financial support for educational initiatives, student programs, and other district-approved uses. A Qualifying Mascot Card is known as the FIRST Mascot Card issued to each account owner on a qualifying deposit account. The issuance of a second or replacement card for the FIRST Mascot Card does not qualify; except as may be approved by the Bank in its sole discretion.

- To ensure a meaningful baseline of support, the Bank guarantees a **minimum annual contribution of \$500** with a **maximum annual contribution of \$2,500** to each participating High School of the School District, regardless of the total number of the School District's high school Mascot Cards issued within the calendar year. This minimum commitment reflects the Bank's dedication to sustaining the program and supporting the School District's mission, even during periods of lower program activity.
- The first contribution will be paid to the School District or high school during the first quarter of the calendar year following twelve months of active participation in the program. Additional contributions will be made annually during the first quarter of the calendar year following the initial contribution payment.
- Contribution Selection: Participating School District _____ Designated High School _____

6. Term and Termination

- This Agreement shall commence on the Effective Date stated above and shall remain in effect for a period of **three (3) years**. Upon expiration of the initial term, the Agreement shall automatically renew for successive **one (1) year** terms unless either party provides written notice of its intent not to renew at least **ninety (90) days** prior to the end of the current term.
- Also, either party may terminate this Agreement during the Initial Term, with or without cause, upon ninety (90) days' prior written notice to the other party.
- Notification needs to be provided to the addresses provided on the signature page.



- During the term of this Agreement, the School District grants the Bank **non-exclusive rights** to design, issue, and promote co-branded debit cards featuring the School District's approved high school mascot(s), logo(s), and related branding.
- The Bank's commitment includes a per-card contribution of **\$5.00** to each participating High School in the School District for each Qualifying Mascot Card issued, with a guaranteed **minimum annual contribution of \$500** up to a **maximum annual contribution of \$2,500**, as well as full responsibility for marketing and promotional costs at the Bank's discretion. These investments are intended to generate meaningful financial support for the School District, enhance community engagement, and ensure consistent branding and program integrity.
- Upon termination, the Bank shall cease use of the School District's branding and discontinue issuance of their Mascot Cards. Existing Mascot Cards at time of termination will function until their respective expiration dates.

7. Compliance and Liability

- The Bank shall comply with all applicable federal and state banking regulations and data privacy laws.
- The School District will not be liable for any financial transactions, customer service issues, or regulatory matters related to the Mascot Card.
- The Bank will indemnify and hold harmless the School District from any claims arising out of the Bank's operation of the program.
- No agency, partnership, or joint venture is created by this Agreement, and the parties disclaim any intent to form any such relationship.

8. Miscellaneous

- This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements or understandings.
- Any amendments to this Agreement must be in writing and signed by both parties.
- This Agreement shall be governed by and construed in accordance with the laws of the State of Kentucky.



IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Citizens Bank of Kentucky

By: _____
Name: _____
Title: _____

School District Name: Floyd County School District

By: _____
Print Name: Tonya Williams
Title: Floyd County Superintendent

School District Contact information:

School District: **Floyd County School District**
Contact: Tonya Williams
Title: Floyd County Superintendent
Address: 442 KY RT 550
Eastern, KY 41622
Phone: 606-886-2354
email: tonya.williams@floyd.kyschools.us

High School: **Floyd Central High School**
Contact: Jeremy Hall
Title: Floyd Central High School Principal
Address: 651 KY RT 680 W
Eastern, KY 41622
Phone: 606-358-9200
email: Jeremy.hall@floyd.kyschools.us

Bank Contact Information:

Citizens Bank of Kentucky
Marketing Department
620 Broadway
Paintsville, KY 41240
606.789.4001



SCHOOL MASCOT DEBIT CARD PROGRAM AGREEMENT

This School Mascot Debit Card Program Agreement ("Agreement") is entered into as of _____, being the **Effective Date**, by and between:

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Floyd County School District, a public school district organized under the laws of the State of Kentucky, with its principal office located at **442 KY RT 550, Eastern, KY 41622** ("School District").

1. Purpose

The purpose of this Agreement is to establish and promote a co-branded debit card program between the Bank and the School District featuring the officially approved mascot(s) and/or logo(s) of the School District's high school(s) ("Mascot Card"). This initiative is designed to:

- **Foster School Spirit and Community Engagement:** By offering debit cards that proudly display the mascots or logos of the School District's high school(s), the program encourages students, parents, alumni, faculty, and community members to visibly support their local high school(s). The Mascot Card serves as a symbol of pride and unity, reinforcing the School District's high school(s) throughout the community.
- **Generate Financial Support for the School District:** The Bank will contribute to the School District for each Qualifying Mascot Card issued, as outlined in section 5, which can be used by the School District to support academic programs, extracurricular activities, facility improvements, or other initiatives that benefit students and the school community. The more Mascot Cards issued with the School District's high school(s) mascot and/or logo, the greater the financial impact for the School District up to a maximum limit as outlined in section 5.
- **Enhance Brand Visibility for Both Parties:** The program provides mutual branding opportunities, allowing the Bank to demonstrate its commitment to local education and community development, while the School District benefits from increased visibility and engagement through financial services.
- **Promote Financial Literacy and Inclusion:** The Mascot Card program could be integrated with educational initiatives to promote financial literacy among students and families, encouraging responsible banking habits and providing access to modern financial tools.

This program reflects a shared commitment to community values, educational excellence, and innovative collaboration between the Bank and the School District.



2. Program Description

- The Bank will design, produce, and distribute debit cards featuring the School District's approved high school(s) mascot/logo.
- The Mascot Card will be available to all Bank customers who hold eligible deposit accounts, as well as to new customers who open qualifying deposit accounts where a debit card can be issued.
- Bank customers will have the ability to select the high school mascot/logo of their choosing when requesting a debit card. This selection will determine which high school / School District receives the associated financial contribution from the Bank.
- For each Qualifying Mascot Card issued, the Bank will make a financial contribution either to the specific high school selected by the Bank customer or directly to the School District, based on the preference determined by the School District up to a maximum limit as outlined in section 5.

3. Branding and Intellectual Property

- The School District grants the Bank a limited, non-exclusive, royalty-free license to use its approved high school(s) mascot/logo, and related branding solely for the purposes of this debit card program.
- All debit card designs that incorporate the School District's high school mascot(s) or logo(s) will be submitted to the School District for review and approval prior to use.
- The Bank agrees not to alter or misuse the School District's branding in any way.

4. Marketing and Promotion

- The Bank and the School District may jointly engage in coordinated marketing efforts to promote the Mascot Card program **(Subject to Bank Approval)**. These efforts may include, but are not limited to, co-branded advertising campaigns, social media outreach, digital message boards, radio advertisements, newspaper advertisements, billboards, email communications, press releases, school newsletters, and participation in school or community events. **All marketing and promotional efforts are to be coordinated by the Bank's Marketing Department to ensure compliance.**
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- The first contribution will be paid to the School District or high school during the first quarter of the calendar year following twelve months of active participation in the program. Additional contributions will be made annually during the first quarter of the calendar year following the initial contribution payment.
- Contribution Selection: Participating School District _____ Designated High School _____

6. Term and Termination

- This Agreement shall commence on the Effective Date stated above and shall remain in effect for a period of **three (3) years**. Upon expiration of the initial term, the Agreement shall automatically renew for successive **one (1) year** terms unless either party provides written notice of its intent not to renew at least **ninety (90) days** prior to the end of the current term.
- Also, either party may terminate this Agreement during the Initial Term, with or without cause, upon ninety (90) days' prior written notice to the other party.
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By: _____
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By: _____
Print Name: Tonya Williams
Title: Floyd County Superintendent

School District Contact information:

School District: **Floyd County School District**
Contact: Tonya Williams
Title: Floyd County Superintendent
Address: 442 KY RT 550
Eastern, KY 41622
Phone: 606-886-2354
email: tonya.williams@floyd.kyschools.us

High School: **Betsy Layne High School**
Contact: Jody Roberts
Title: Betsy Layne High School Principal
Address: 554 Bobcat Blvd
Stanville, KY 41659
Phone: 606-263-6280
email: jody.roberts@floyd.kyschools.us

Bank Contact Information:

Citizens Bank of Kentucky
Marketing Department
620 Broadway
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606.789.4001



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IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Citizens Bank of Kentucky

By: _____
Name: _____
Title: _____

School District Name: Floyd County School District

By: _____
Print Name: Tonya Williams
Title: Floyd County Superintendent

School District Contact information:

School District: **Floyd County School District**
Contact: Tonya Williams
Title: Floyd County Superintendent
Address: 442 KY RT 550
Eastern, KY 41622
Phone: 606-886-2354
email: tonya.williams@floyd.kyschools.us

High School: **Prestonsburg High School**
Contact: Brandon Kidd
Title: Prestonsburg High School Principal
Address: 825 Blackcat Blvd
Prestonsburg, KY 41653
Phone: 606-886-2252
email: brandon.kidd@floyd.kyschools.us

Bank Contact Information:

Citizens Bank of Kentucky
Marketing Department
620 Broadway
Paintsville, KY 41240
606.789.4001