

# Proposal for Revenue Generation Consulting Services with Chartiers Valley School District

This agreement is made by and between Shawn Becket, an adult individual residing at/with business address as 1228 Camarta Drive, Pittsburgh, PA 15227 (“Contractor”) and the Chartiers Valley School District, a public school district governed by the laws of the Commonwealth of Pennsylvania with its administrative offices located at 2030 Swallow Hill Road, Pittsburgh, PA 15220 (“CVSD” or “District”). The purpose of this agreement is for the Contractor to provide professional services to the District as described below.

## Overview:

The goal of this partnership is to generate sponsorship revenue, while keeping the greater good of the District in focus. Revenue will be generated through the sale of pre-approved assets/inventory, as part of sponsorship or philanthropic partnerships. The first phase will be to identify existing and new sellable assets, existing deals and partners, prospects, and any new or existing business/vendor relationships and/or upcoming investments where there is potential to include sponsorship. The second phase will be to develop pricing for the various assets and formulate a strategy to contact the targeted businesses and individuals. The third phase is to assist CVSD in engaging prospects in the sales process, negotiating and closing business.

## Services:

- Contractor will assist in the process of identifying available assets, establishing pricing, prospecting, and managing the sale of new and existing assets/inventory
  - In addition to the existing inventory already identified, Contractor will work with CVSD to determine new assets, most likely consisting of signage at athletics venues, potential naming rights opportunities, scoreboard sponsorships, courtside signage, stadium and gymnasium entrance signage and exterior signs, as well as, other opportunities across the District.
    - Contractor will work with CVSD to identify ways to combine new inventory with pre-identified assets into packages, all of which must be pre-approved by CVSD/Superintendent prior to release.
    - Contractor will collaborate with CVSD regarding purchasing/RFP opportunities where this process can provide leverage for sponsorship revenue generation.
- Consult with the CVSD Marketing Director on the creation of sales materials that include descriptions of the venues, assets for consideration, information on District, student body, fan base, alumni etc., facts and figures for events and venues, and press releases for partners and sales engagement.
- Contractor will help CVSD establish a list of prospects for sponsorship and donation.
  - This prospect list will be determined through the contributions of CV Administrators and their experience, history and relationships with alumni and the local business community, as well as, existing and new vendors/business service providers. Contractor will use a combination of referrals, existing relationships and prospecting to add to this prospect list, when possible.
  - Contractor will work with CVSD to review the list of potential prospects and determine a plan of action
  - Contractor will provide sponsorship sales expertise and assist with the management of the sales process including assisting with pitch, negotiation and execution of both sponsorship and donation partnerships.
    - Existing relationships between CVSD staff and prospective sponsors are key to this endeavor, therefore, Contractor’s role will be to collaborate with the CVSD staff and help steer the process and engagement with prospects.

## Proposal for Revenue Generation Consulting Services with Chartiers Valley School District

- CVSD will be responsible for the fulfillment of these sponsorships and donations and related customer service, but Contractor will assist when possible. In addition, CVSD will be responsible for creating a contract template for partnerships, invoicing partners and collecting revenue.

### Structure:

- The District and the Contractor agree that the Contractor must be able to work effectively with the District in order to carry out the terms of this agreement. Therefore, CVSD shall make District resources available to the Contractor, subject to approval by the Superintendent.
  - Examples may include, CVSD E-mail address, Access to relevant District information and District functions...Hospitality areas and games/events, Tickets, Parking, Apparel, Assistance getting Coaches/Administrators to attend events or meetings with prospects etc., as well as any other tools that may help the revenue generation effort.
  - Contractor agrees he/she shall make appropriate use of these resources and all information gathered during the term of this agreement. Contractor agrees he/she shall keep confidential all student and personnel information he/she may acquire during the term of this agreement according to applicable laws. Contractor agrees he/she shall adhere to all applicable District policies during the term of this agreement.
  - At all times during the term of this agreement, Contractor shall be an independent contractor and not an employee of the District.

### Term:

- The initial term of the agreement between Contractor and CVSD will be for 12 months from the effective date of this agreement. The parties agree to meet and discuss whether or not to renew this agreement and on what terms no later than thirty (30) days prior to the expiration of this agreement. Any renewal of this agreement must be in writing.
- This agreement may be terminated by either party at any time provided 15-Day written notice is given to the other party. Any fees or commissions due based on the fulfillment of this agreement prior to termination date will be due upon termination date.

### Compensation:

- CVSD agrees to pay Contractor a percentage of total gross revenue generated from any partnership agreements in the amount of 25% of investment (gross revenue). Commission payments will be reconciled monthly based on closed partnership investments.
- It will be necessary for Contractor to travel to meet with prospects, build relationships and ultimately close business. Many of these prospects will be in the Greater Pittsburgh Area but there will be some that are outside of the region. Therefore, CVSD agrees to reimburse Contractor for authorized expenses associated with fulfillment of this agreement including, any significant costs associated printing or presentations, temporary lodging, meetings, entertainment, meals and reasonable transportation costs associated with solicitation and fulfillment of these Projects. All reimbursement of expenses for significant costs, travel or other expenses shall be made according to District policies.

### Miscellaneous:

- **Severability:** If any provision of this agreement shall be held invalid or unenforceable, the remainder of this agreement shall nevertheless remain in full force and effect.
- **Litigation:** In the event a dispute between the parties results in litigation or in an arbitration proceeding, then, except to the extent otherwise provided in this agreement, each party shall be responsible for its, his, or her own attorneys' fees and all other costs of such action or proceeding.

## Proposal for Revenue Generation Consulting Services with Chartiers Valley School District

- **Governing Law and Venue:** This agreement shall be governed by, and construed and enforced in accordance with, the laws of the Commonwealth of Pennsylvania. Any action or claim arising from, under, or pursuant to, this agreement shall be brought in the courts, state or federal, located within Allegheny County, Pennsylvania, and the parties expressly waive the right to bring any legal action or claim in any other court. The party's consent to venue in any state or federal court within Allegheny County, Pennsylvania having jurisdiction.
- **Waiver:** Any waiver by either party of a breach of any provision of this agreement shall not operate or be construed as a waiver of any other provision and shall not be effective at all, unless in writing. A waiver of any of the terms in this agreement shall not be construed as a general waiver by either party and such waiving party shall be free to reinstate any such terms or condition, with or without notice to the other party.
- **Entire Agreement/Amendment:** This agreement contains the entire agreement between the parties. No change, addition, or amendment shall be valid unless by written agreement executed by both parties.

**IN WITNESS WHEREOF, the parties have executed this agreement as of the day and year written below.**

**CHARTIERS VALLEY SCHOOL DISTRICT:**

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**CONTRACTOR:**

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**DATE:** \_\_\_\_\_