

DAKTRONICS SPORTS MARKETING License and Marketing Agreement

Daktronics Sports Marketing (DSM) agrees to license specific marketing and consulting materials (these together, the "Services") to assist in the development of sponsorship revenues to defer or pay for the cost of new Daktronics scoreboards or displays. DSM will license the Services and Camdenton High School will be responsible for selling the advertising as developed by DSM.

According to a mutually agreeable schedule, DSM will provide a licensed marketing plan, training, advice and guidelines as part of the Services to help sell prospective advertisers on the concept. The Services shall include:

- Defining a specific project objective
- Advertising/marketing inventory components
- System design, features, and cost
- Financial pro-forma
- Develop advertising prospectus
- Provide advertising sales training, if desired, and advertising agreements

Camdenton High School shall be responsible to:

- Provide necessary data to create appropriate marketing platforms
- Sell advertising plans and execute advertising agreements
- Invoice advertisers and collect revenues
- Pay for Daktronics equipment after sufficient advertising revenues secured

DSM will license this concept and supporting documents at no up-front costs. Camdenton High School is only responsible for paying Daktronics the cost of the agreed to equipment after securing sufficient advertising contacts to move forward with the project.

This license agreement is for 360 days. In the event Camdenton High School does not sell sufficient advertising revenue within the 360-day period, Camdenton High School will return all the material to DSM and agrees not to use any of our concepts, ideas, approaches, or strategies for one (1) year after expiration.

NOTE: The parties to this agreement pledge to keep all materials, services, and any other information exchanged between them confidential, and such information shall not be passed to third parties in any event without the prior written consent of the other party.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed on _____.

DAKTRONICS, INC.

By _____ Dated _____
Authorized Signature and Title

Contact Information

Daktronics Sports Marketing (DSM)
A Division of Daktronics, Inc.
331 Thirty-Second Avenue, PO Box 5128,
Brookings, SD 57006-5128
Attn: Jody Swier

Phone – (800) 325-8766
Fax – (605) 697-4700

CUSTOMER:

By _____ Dated _____
Authorized Signature and Title

Contact Information

Address: _____
City: _____ State: _____
Zip Code: _____

Phone: _____
Fax: _____
Email Address: _____