

## **NORTH LITTLE ROCK SCHOOL DISTRICT**

*Gary Davis/Athletic Director*

[davisg@nlrsd.org](mailto:davisg@nlrsd.org) (Cell: 501-951-5448)

101 West 22<sup>nd</sup> Street – P.O. Box 687

North Little Rock, AR 72115-0687

Phone: 501-771-8154

Fax: 501-771-8135



*Dear Central Arkansas Business Owner,*

*The North Little Rock School District Athletic and Television Production Departments are looking for local businesses who want to partner with the district, and in turn become game sponsors at every home event held on our campus. Here are the ways we will advertise your company.*

- 1. 20 second advertisement on the video scoreboard in the stadium. This advertisement will be shown on a rotational basis with all other sponsors.*
- 2. Public address announcer will recognize all sponsors during all home events.*
- 3. Scrolling advertisement of your business at all home events.*
- 4. Your company will be announced as the sponsor of tonight's game on a rotational basis.*
- 5. Your company will receive 4 season passes to all events at North Little Rock, excluding state playoffs, fund raising or benefit game events.*
- 6. Your company will be placed on the school district athletic website as a sponsor.*

*The district will accept the first 50 local businesses. Cost is \$3,000.00. Money raised from our local business supporters will go directly to the athletic and television production departments, and be used entirely on expenses related to both departments of the North Little Rock School District. Examples of expenses may include, but are not limited to: Purchasing or maintenance of equipment; providing clothing, meals, lodging or fee's related to either department. Your ad will help provide funding for both programs, and will place your business in front of thousands of local patrons. The television production department will be glad to assist you with your advertisement.*

*Thank you for considering this proposal and we wish you and your business the best.*

*Sincerely,*

*Gary Davis, Athletic Director*

*Sincerely,*

*Alvaro Sela, Television Production Director*

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*Make checks to: North Little Rock Athletic Department*

*Mail to: North Little Rock Athletic Department*

*P.O. Box 687*

*North Little Rock, Arkansas 72115*

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**Stadium & Arena  
Advertising Opportunity!**

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Local sports advertising  
made simple!!!

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Dear Central Arkansas Business Owner,

The North Little Rock School District Athletic & Television Production Departments are seeking local businesses to become game sponsors at EVERY home event held on the high school campus. Here are the ways we will advertise your company:

1. **Twenty second advertisement** on the video scoreboard in the stadium. This advertisement will be shown on a rotational basis with all other sponsors.
2. Public address announcer will **recognize all sponsors** during all home events.
3. **Scrolling advertisement** of your business at all home events.
4. On a rotational basis, your company will be announced as the **sponsor of the evening's game**.
5. Your company will receive **4 season passes** to all events at North Little Rock, excluding state playoffs, fund raising or benefit game events.
6. Your company will be placed on the **school district athletic website as a sponsor**.

The district will accept the first 50 local businesses. The cost is \$3,000.00. Proceeds from this local advertising campaign will go directly to both departments, and be used to support students and athletes of the North Little Rock School District.

Sincerely,

Gary Davis/Athletic Director  
Alvaro Sela, Television Instructor

davisg@nlrsd.org  
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Phone: 501-771-8154  
Fax: 501-771-8135

**For ONE ALL-INCLUSIVE PRICE!!!**

Exposure at multiple sporting events

Exposure via video, audio, and online

Exposure August through May

Exposure to the people who surround  
your business



**NORTH LITTLE ROCK SCHOOL DISTRICT**  
**ATHLETIC ADVERTISING AGREEMENT**

THIS AGREEMENT is made this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between North Little Rock School District (hereinafter referred to as "District") and \_\_\_\_\_(hereinafter referred to as "Advertiser").

Advertiser wishes to purchase advertising in the Stadium/Arena of District during the 20\_\_-\_\_ school year. Advertiser agrees to and understands the following:

1. The term of this agreement is for \_\_\_\_\_ year(s). This Agreement begins on July 1, 20\_\_\_\_ and ends on June 30, 20\_\_\_\_.
2. District makes no guarantees of the visibility of the advertising from inside or outside the stadium.
3. Content on all advertising and in all audio is subject to prior approval by the District.
4. Advertising benefits are attached in the brochure
5. The advertising fee is payable upon signing this Agreement. If said payment is not made by Advertiser at the time of signing of this Agreement, no advertising will take place until fee is paid in full.
6. The District reserves the right to terminate this Agreement at any time, for any reason, effective immediately upon receipt by Advertiser of written notice of termination. In the event of termination by the District, unless such termination shall be specified for cause, Advertiser shall be entitled to a refund of the proportional balance of any annual Advertising Fee already paid to the District.
7. Advertiser may request the District to make changes to Advertiser's advertising during the term of this Agreement, but advertiser is responsible for all associated costs, if any.
8. If the Advertiser goes out of business during the term of this Agreement, this Agreement is terminated, and the District has the right to sell the advertising space to another vendor.
9. This Agreement shall be construed in accordance with and shall be governed by the laws of the State of Arkansas and is performable in Pulaski County, Arkansas. The parties agree that venue of any dispute affecting this Agreement shall be in Pulaski County, Arkansas.
10. This Agreement sets forth the entire agreement between the parties. This Agreement cannot be modified, altered, terminated or otherwise changed except by means of a writing signed by both parties. This Agreement and/or the rights and privileges granted under the Agreement may not be assigned or transferred without the written consent of both parties. This Agreement supersedes and replaces any and all prior agreements between the parties.
11. It is the intention of the parties that this Agreement comply with state and federal law, both today and in the future. To the extent this Agreement, or any provision of same, ever violates state or federal law, the parties agree that it shall be modified, up to and including the termination of the Agreement, to comply with state and federal law.
12. This Agreement shall be construed as if drafted by the Advertiser.
13. All disputes regarding the interpretation, intent or effect of this Agreement shall be made by the District, at its sole discretion, and shall not be subject to interpretation by a court unless the District gives it written consent to be sued.
14. The Advertiser will be responsible for providing to the District a 20 second advertisement video (stadium scoreboard), scrolling ad content/design (stadium and arena scoreboards, and District athletic website), 15 second public address script (arena and stadium) during the term of this agreement. The television production program can design the Advertiser's 20 second video for use on the stadium scoreboard for an additional fee. Contact the television production instructor, Alvaro Sela, at 501-771-8100 for additional information.
15. Funds raised by this Agreement will be used for expenses for the athletic and television production departments at the sole discretion of the District. Examples of athletic expenses include student and coaching expenses in

the athletic program but not limited to student athlete expenses (supplies, equipment, equipment maintenance, clothing, uniforms, meals, hotels, student athlete clinic registration, student and coaching clinic travel expenses, etc.) and coaching expenses (coaching supplies, coaching equipment, coaching clothing, coaching meals and hotels, coaching clinic registration, coaching clinic travel expenses, etc). Examples of television production expenses includes student and instructor expenses in the television production program but not limited to student expenses (supplies, equipment such as cameras, computers, and other television equipment, equipment maintenance, t-shirts, meals, hotels, conference registration, student conference travel expenses, textbooks, etc.) and instructor expenses (supplies, equipment, t-shirt, conference and professional development costs such as meals and hotels, textbooks).

16. This Agreement is subject to the approval of the District’s Board of Directors.

17. ADVERTISER WILL INDEMNIFY AND HOLD HARMLESS DISTRICT AND ITS BOARD OF DIRECTORS, OFFICERS, AGENTS, AND EMPLOYEES FOR ALL SUITS, ACTIONS, CLAIMS, DEMANDS, LOSSES, DAMAGES, OR LIABILITIES OF ANY CHARACTER, TYPE, OR DESCRIPTION, INCLUDING BUT NOT LIMITED TO, ALL EXPENSES OF LITIGATION, COURT COSTS, FINES, PENALTIES, AND ATTORNEYS’ FEES THAT DISTRICT INCURS DEFENDING ANY ACTION, SUIT, OR CLAIM FROM ANY SOURCE WHATSOEVER AND OF ANY KIND OR NATURE ARISING DIRECTLY OR INDIRECTLY OUT OF THE OPERATION OR PERFORMANCE UNDER THIS AGREEMENT ON THE PART OF ADVERTISER, ITS AGENTS, SERVANTS, EMPLOYEES, CONTRACTORS, AND SUPPLIERS.

\_\_\_\_\_  
Advertiser (Company/Individual)-Print

North Little Rock School District

\_\_\_\_\_  
Authorized Advertiser Signature

\_\_\_\_\_  
Authorized School Representative

\_\_\_\_\_  
Advertiser Address

2700 N. Poplar Street, NLR 72215  
School Address

\_\_\_\_\_  
Advertiser Phone Number

501-771-8015 (business office)  
School Phone Number