



2021-2022 Matthews Ford Auto Sponsorship Program Policies and Procedures Agreement

Dealership: Matthews Ford
President of the Board of Education, Broken Arrow Public Schools, Steve Allen

Points of agreement between Broken Arrow Public Schools and the Vehicle Dealer:

A. Responsibilities of the Vehicle Dealer:

- i. Provide a vehicle of dealer's choice suitable for business, and personal use to the Broken Arrow Public Schools staff members as authorized in writing by the BOE President of the Broken Arrow Public Schools until April 30, 2022.
- ii. Secure and provide the appropriate non-commercial registration, license tags and decals as required by Oklahoma Law.
- iii. Provide the proper insurance coverage for the vehicle. **Note: The dealer is requesting that the individual driver also carry their own insurance coverage.**
- iv. Replace the vehicle at the dealer's discretion.
- v. Set in advance, in writing, any restrictions on the vehicle before the staff member takes possession.
- vi. Agrees to provide all sponsorship decals (Provided by Broken Arrow Public Schools).
Mileage Restrictions: 15,000 Miles per Year
- vii. The value of the vehicle donated by the above dealership during the term will average the following dollar figure: \$25,000 (2020 Ford Escape VIN# 1FMCU0H67LUB17495)

B. Responsibilities of the Broken Arrow Public Schools Staff Participant:

- i. Service and maintain the vehicle regularly (oil, gas, fluid change, tire rotation, etc.) to manufacturer's specifications and at the dealer's service department if possible. If the vehicle is in need of general maintenance when returned to the dealer, the staff member must pay from personal funds for the general maintenance of the vehicle at the dealer's request.
- ii. Return the vehicle within the allotted time/mileage. The staff member must be aware of and responsible for any restrictions put on the vehicle by the dealer. Examples of common restrictions include, but are not limited to: time notification i.e. every four (4 months the dealer may need the vehicle traded out, limits on vacation mileage or other personal usage, physical restrictions such as no smoking, eating and/or drinking.
- iii. Provide vehicle information to Matthews Ford as requested.
- iv. Keep the vehicle's appearance in good shape at all times.
- v. Report all accidents at once to the dealer, insurance company, and the Broken Arrow Public School's President. The staff member is responsible for all traffic and parking tickets issued on the vehicle while in their use and possession.
- vi. Must have permission from Matthews Ford to take the vehicle out of state.

*** The vehicle each staff member is assigned to should be driven by that member or spouse only. Under no circumstance should the staff member's children or any other person be permitted to drive the vehicle.**

C. Broken Arrow Public Schools agrees to prove for Sponsorship:

ONE Club sponsorship presence on Video Board

- Static Digital Matthews Ford Logo on Ribbon of Video Board [Matthews Ford to provide logo]
- :15 or 30 second Matthews Ford commercial played twice on Video Board during Broken Arrow Varsity Football games; Same commercials to be played at least once during BA Band sponsored contests or OSSAA Playoff football games [Matthews Ford to provide commercial]
- Matthews Ford "Keys to the Game" presented on video board prior to kick off of Broken Arrow Football games.
- Two guest to Varsity Club dinner and two VIP game passes at regular season home varsity football games.

ArrowVision streaming and radio broadcast

- Matthews "Keys to the Game" with logo graphic on ArrowVision football game broadcasts
- :15 or :30 second Matthews Ford commercial played at least twice during varsity football game broadcast and football coach's show
- Sponsorship billboard reads during game broadcasts and football coach's show
- Pre-game sponsorship mention during varsity football games

ONE Club Broken Arrow Performing Arts Center

- Full page ad in "center Stage" Broken Arrow PAC publication that will be published 7 times throughout the year (reaching approximately 40,000-50,000 people [Artwork provide by Matthews Ford])[printing by BAPS]

Star Awards Gala Presence

- Provide vehicle to be driven to/from and parked in prominent location at Gala [Car Handled by BAPS]
- Use artwork/photo of Teacher of the Year in Matthews Vehicle [Provided by BAPS]
- Complimentary reserved table and seating for 10 at the Star Awards Gala
- Opportunity to speak at the Star Awards Gala
- Recognition on event presentation slides at the Star Awards Gala, which also be streamed on ArrowVision.tv
- Opportunity to air Matthews Ford Teacher of the Year "Thank You" video at the Star Awards Gala. [Video message provided by Matthews Ford]

Additional publicity opportunities for Matthews Ford

- Broken Arrow Public Schools to reasonably work with dealership to provide footage or facilities like football stadium for marketing/public relations/advertising efforts
- opportunity to partner with BAPS to provide exclusive district-wide discounts and promotions to BAPS employees [Matthews Ford to provide artwork/printed items and BAPS to distribute – Distribution to be in accordance with BOE Policies]
- Signage and opportunity for presence in Tiger Alley during varsity football games, including, but not limited to, the parking of a Matthews Ford vehicle in Tiger Alley
- PSA/community :30 messages rotating in "The Pulse" at BA High School during the school year [:30 message or static as provided by Matthews Ford]
- PSA Community :30 message featuring 2021 District Teacher of the Year airing on ArrowVision.tv [:30 message or static as provided by Matthews Ford]

- Provided vehicle to be driven in homecoming parade, Rooster Day Parade, Civitan Christmas Parade, annual Star Gala, PAC events, and additional school promotions throughout the year. [Teacher/Car Handled by BAPS]
- Opportunity to partner with BAPS/BAHS to facilitate "Drive 4 UR School" fundraising event as a separate agreement to be executed between Matthews Ford and BAPS

D. Approved staff members to drive as of 3/1/2021

2021 Teacher of the Year – To Be Determined

Michelle McCarver

I have read and understand the Policies and Procedures of the Matthews Ford vehicle program. I accept the terms and condition outlined by the Policy and agree to follow the Policy as set forth.



 Matthews Ford Representative 4/16/21
Date

 Broken Arrow Public Schools Date
 Steve Allen, Board of Education, President

 Broken Arrow Public Schools Date
 2021 Teacher of the Year (To Be Determined)
Michelle McCarver