ASA Strategic Funding: Review

November 13, 2023

Overview

Entered Agreement on June 15th 2015

PURPOSE: The Contractor will provide the School's Athletic Department with professional services required to maximize revenue from Advertising Services for the District's High Schools sport venues. The following is an overview of the services Contractor will provide.

Advertising Agreement Overview: All costs associated with the Advertising Services agreements are included in Contractor share of revenue from the ad contracts and include the following services:

a. Research and develop a qualified prospect list of advertisers to maximize ad revenue
b. Consult with district to determine potential patron advertisers
c. Determine market advertising rates and develop grid rate structure; design and print rate cards
d. Develop and print collateral materials, presentations and advertising brochures
e. Establish sales appointments, provide information, make proposals, and close sales
f. Write ad contracts, collect advance payments, develop annual billing, renew ad contracts and collect accounts
g. Consult, layout and design ads for advertiser approval
h. Contract with third party for ad sign production and coordinate installation
i. Oversee replacement of damaged or missing signs. (Contractor requests district personnel assist with notification of missing or damaged signage)
j. Submit financial reports to District monthly, detailing ad sales activity, billing and accounts receivable
k. Submit payment for advertising revenue (50% share) to District monthly with financial reports
l. Priority consideration will be given to existing ad contracts with the District

January - December 2022:

ASA Strategic Funding, Inc.
Account QuickReport
January through December 2022

Type	Date	Num	Name	Amount
50005 · Schl Districts Rev Share				
50005.4 · Hysv Schl District				
Bill	01/31/2022	Jan '22 Ad Revenue	Haysville USD 261	297.50
Bill	02/28/2022	Feb '22 Ad Revenue	Haysville USD 261	297.50
Bill	03/31/2022	Mar '22 Ad Revenue	Haysville USD 261	497.50
Bill	04/29/2022	Apr '22 Ad Revenue	Haysville USD 261	297.50
Bill	05/31/2022	May '22 Ad Revenue	Haysville USD 261	647.50
Bill	06/30/2022	June '22 Ad Revenue	Haysville USD 261	297.50
Bill	07/29/2022	July '22 Ad Revenue	Haysville USD 261	297.50
Bill	08/31/2022	Aug '22 Ad Revenue	Haysville USD 261	1,897.50
Bill	09/30/2022	Sep '22 Ad Revenue	Haysville USD 261	1,548.75
Bill	10/31/2022	Oct '22 Ad Revenue	Haysville USD 261	148.75
Bill	11/30/2022	Nov '22 Ad Revenue	Haysville USD 261	148.75
Bill	12/30/2022	Dec '22 Ad Revenue	Haysville USD 261	348.75
Total 50005.4 · Hysv Schl District				6,725.00
Total 50005 · Schl Districts Rev Share				6,725.00
TOTAL				**6,725.00**

2023

Date	Advertiser	Term Years	Amount Paid	Cost of Signs	Net Less Signs	Net to Haysville	Payment to Haysville	Balance to Haysville
1/5/23	F.Hummell Agency - Contract Renewal - Pd #5 (5 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 497.50
2/17/23	Payment to Haysville						$ 497.50	$ -
2/6/23	F.Hummell Agency - Contract Renewal - Pd #6 (6 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 148.75
2/27/23	Doug's Auto - 5 yr contract renewal - Pd Qtr #5 of 20		$ 400.00	$ -	$400.00	$ 200.00		$ 348.75
3/6/23	F.Hummell Agency - Contract Renewal - Pd #7 (7 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 497.50
4/6/23	Payment to Haysville						$ 497.50	$ -
4/5/23	F.Hummell Agency - Contract Renewal - Pd #8 (8 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 148.75
5/17/23	Payment to Haysville						$ 148.75	$ -
5/5/23	F.Hummell Agency - Contract Renewal - Pd #9 (9 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 148.75
6/8/23	Payment to Haysville						$ 148.75	$ -
6/5/23	F.Hummell Agency - Contract Renewal - Pd #10 (10 of 36 Mo ACH Pymts)		$ 297.50	$ -	$297.50	$ 148.75		$ 148.75
6/7/23	Doug's Auto - 5 yr contract renewal - Pd Qtr #6 of 20		$ 400.00	$ -	$400.00	$ 200.00		$ 348.75
7/10/23	Payment to Haysville						$ 348.75	$ -

2015 to Current: Totals

Date	Advertiser	Term Years	Amount Paid	Cost of Signs	Net Less Signs	Net to Haysville	Payment to Haysville	Balance to Haysville
YTD TOTAL			$ 119,588.50	$ 9,194.00	$ 110,394.50	$ 54,048.72	$ 54,048.72	$ -

Booster Club and Campus Input

Questions?