

2023 Deal Sheet Summary

Contract#: 10291

Deal Type: Regional

Sale Type: New Business

Status: Draft

Approval Status:

General Information

Sponsor TryNowDo Ltd

Sales Person Demo User
Coordinator

Sponsor Address 17 North St
Shelbyville

Primary Contact Tyrone Smith
Title Owner

Deal Sheet Overview

Term of Agreement	2023-24	Effective Date	7/1/2023	Total Sponsorship	\$50,000.00
To	2025-26	Termination Date	6/30/2026	Cash	\$40,000.00
				Trade	\$10,000.00
				Net	\$38,900.00

Billing Contact Information

Billing Name
Title
Phone
Email
Billing Address

AGENCY INFORMATION

Agency Name
Agency Amount \$0.00

Billing Schedule / Revenue

Billing Schedule	Payment Amount	Due Date	Agreement Length	Round	Gross	Net	Trade
Payment 1	\$20,000	Jan 1, 2023	2023-24	Regular Season	\$50,000	\$39,700	\$10,000
Payment 2	\$20,000	Jun 30, 2023	2023-24	Playoffs	\$0	(\$800)	\$0
Total	\$40,000		2023-24	Championship Match	\$0	\$0	\$0
			2024-25	Regular Season	\$51,000	\$41,000	\$10,000
			2024-25	Playoffs	\$0	\$0	\$0
			2024-25	Championship Match	\$0	\$0	\$0
			2025-26	Regular Season	\$52,020	\$42,020	\$10,000
			2025-26	Playoffs	\$0	\$0	\$0
			2025-26	Championship Match	\$0	\$0	\$0
			Total		\$153,020	\$121,920	\$30,000
							Total Deal Value
							\$50,000
							Total Rate Card Value
							\$126,000
							Total Selling Rate Value
							\$55,500
							Total Hard Cost
							\$1,100
							Total Net Value
							\$48,900
							% of Rate Card
							39.68 %
							% of Selling Rate
							90.09 %
							% of Margin
							97.80 %

Length of Agreement	Trade
2023-24	\$10,000.00
2024-25	\$10,000.00
2025-26	\$10,000.00
Total	\$30,000.00

Legal Information

Additional Contractual Obligations (Sponsor)

- * Provide 20 "free choice" vouchers per year
- * Organize a team-building event each year for club's front office staff

Additional Contractual Obligations (Club)

Industry	Sub-Industry	Exclusivity Option	Description
Exclusivity		Industry Exclusivity	official Active Lifestyle partner
Type	Exercise Date	Comments	
Options	5/5/2025		

Totals/Analysis

Division	Gross Value (Adjusted)	Unadjust Gross Value	Hard Cost	Net
Demotown Arena	\$6,306	\$7,000	\$0	\$6,306
Demotown FC	\$43,694	\$48,500	\$300	\$43,394
Grand Total	\$50,000	\$55,500	\$300	\$49,700

Sponsor: TryNowDo Ltd

Deal: 10291

Category	Product	Inventory	Rate Card	Sell Rate	Evts	# Units	Total Hard Costs	Unadj Gross Value	Adj Gross Value
Regular Season									
Demotown Arena									
Booth	Table	Gate Entrance (Pre)	\$10,000	\$7,000	1	1	\$0	\$7,000	\$6,306
Demotown FC									
Digital entitlements	Email	Newsletter sponsor	\$7,500	\$5,000	1	1	\$0	\$5,000	\$4,505
Digital entitlements	Social Media	Instagram post	\$2,500	\$500	6	1	\$0	\$3,000	\$2,703
Digital entitlements	Social Media	Twitter Post	\$2,500	\$500	24	1	\$0	\$12,000	\$10,811
Media	Broadcast Media	Radio spot - 00:00:10 - seconds	\$1,000	\$1,000	14	2	\$0	\$28,000	\$25,225
Merchandise	Signed inventory	Signed ball	\$25	\$25	(B)	20	\$300	\$500	\$450
Playoffs									
Demotown Arena									
Signage	Entrance	Banner 4x10	\$5,000	\$0	1	1	\$800	\$0	\$0
Notes: Free add-on to get this deal closed									
Grand Total			\$28,525	\$14,025			\$1,100	\$55,500	\$50,000