

## Play Versus, Inc Sponsorship Agreement

This Sponsorship Agreement (“**Agreement**”) is entered into as of this 12th day of December, 2022 (“**Effective Date**”) by and between Play Versus, Inc. (“**PlayVS**”) and Pennsylvania Principals Association (“**PPA**”) (referred to as the “**Association**”). In consideration of the terms and conditions set forth below, PlayVS and the Association agree as follows:

1. Term of one (1) Calendar Year for the Year 2023, Spring ‘23, Fall ‘23 PlayVS esports seasons
2. PlayVS to become GOLD partners with PPA, to include all partnership benefits as exhibited in Appendix 1 and as follows below:
  - a. An endorsement announcement to all members on behalf of sponsor.
  - b. Photo opportunity for sponsors to be shared in the electronic newsletter.
  - c. Newsletter article in *The Advisory* e-newsletter
  - d. The PA Principals Association will send an e-blast two (2) times a year
  - e. Website Logo link on home page
  - f. Free booth at the PA Principals Association conference
  - g. One (1) Board Presentation - once (not to exceed 15 min.)/access to Officers and Regional Representatives
  - h. Three (3) half-page ads in *The Advisory* e-newsletter
  - i. Semi-annual meetings with the PA Principals Association Alternative Funding Committee
  - j. Regional Representative contact information and regional map
3. In addition, PlayVS will also receive:
  - a. Two (2) dedicated e-blasts to the full member list per Calendar Year. These e-blasts will be sent prior to the start of their respective season.
  - b. PPA will share two (2) social posts reshares, one for Spring ‘23 and one for Fall ‘23
  - c. PPA will provide a full list of attendees from PPA’s annual conference
  - d. PPA will share a full list of High Schools within the state that their members are associated with
  - e. Opportunity to speak about PlayVS and esports on one (1) PPA podcast
  - f. One-hour presentation on our professional development webinar at 4:00 p.m.

### Sponsorship Fee Structure

Sponsorship Fee. For the Calendar Year during the agreement (Year 2023), PlayVS will pay the Association a Sponsorship Fee of \$8,000, to be paid no later than December 30, 2022.

PlayVS will also dedicate \$2,000 in esports hardware bundles for High Schools in Pennsylvania to participate in esports. Hardware bundles will be distributed once a PPA eligible High School enrolls in a PlayVS season during the term of the agreement (Spring '23 or Fall '23). PlayVS will handle all hardware bundle inquiries and will distribute on a first come first serve basis. PlayVS will provide a list of schools that have received a hardware bundle to PPA after the enrollment deadline of each applicable season.

Renewal. PlayVS will have the option to renew this agreement for one (1) additional Calendar Year. PlayVS must submit in writing if electing to renew no later than December 1st, 2023. If the agreement is renewed, PlayVS will pay the Association no later than December 30th, 2023.

General:

- a. Should there be a cancellation or alteration to the schedule of events listed by the PPA that results in any loss of promotion without written approval from PlayVS, it shall constitute a breach of contract, and an adjustment in the sponsorship fee shall be warranted including in the refunding to PlayVS of any previously paid upon sponsorship fees in a given year.
- b. No alterations, variations, additions, addenda, or representations to the terms of this agreement shall be valid unless stated in writing, signed by both PlayVS and the Association. This agreement and all such written addenda shall supersede any and all oral representations or agreements.
- c. Each party will indemnify and hold harmless the other parties against all liability for infringement of trademarks, trade name, copyrights, invasion of rights or privacy, or any claim or cause of action of any nature whatsoever which in any way arises out of the contents of advertisements or signage furnished or specified by sponsor.

Signatures:

PlayVS

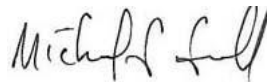
Aakash Ranavat



Chief Business Officer

Date: 12/12/2022

Pennsylvania Principals Association (PPA)



Dr. Michael Snell

Assistant Executive Director

Date: 12/12/2022

## Appendix 1

### Gold Level Sponsorship (\$10,000 per year)

- The Pennsylvania Principals Association has approximately 3,800 members, about 80% of the principals in the state.
- The Pennsylvania Principals Association is the largest affiliate member of both the National Association of Elementary School Principals (NAESP) and the National Association of Secondary School Principals (NASSP).
- The Pennsylvania Principals Association is represented on both the NAESP and NASSP national board of directors.
- The Pennsylvania Principals Association sponsors regional meetings annually throughout the state with hundreds of attendees.
- The Pennsylvania Principals Association's state conference attracts 250-350 principals each year.
- Most of our Corporate Sponsors have been with us for 10+ years.

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#### Gold Level Sponsorship provides the following opportunities:

- An endorsement announcement to all members on behalf of sponsor.
- Photo opportunity for sponsors to be shared in our electronic newsletter.
- Newsletter article in *The Advisory* e-newsletter.
- The PA Principals Association will provide you with a mailing list to send a mailing or will send an e-mail on your organization's behalf (Two times a year).
- Website logo link on home page.
- Access to the PA Principals Association's logo.
- Free booth at the PA Principals Association conference.
- Board presentation – once (not to exceed 30 min.)/access to Officers and Regional Representatives.
- Half-page ad in the PA Principals Association conference program.
- Three half-page ads in *The Advisory* e-newsletter.

