

DAYTONA TORTUGAS PARTNERSHIP AGREEMENT

This Daytona Tortugas Partnership Agreement (“Agreement”) is entered on February 26, 2019, by and among the School Board of Volusia County, Florida (“School Board”), a political subdivision of the State of Florida, and the Daytona Tortugas, the Class A-Advanced Affiliate of the Cincinnati Reds (“Tortugas”).

As the only professional sports team in Volusia County, the Daytona Tortugas are committed to supporting K-12 public education by encouraging reading, providing unique programs and opportunities for students, inspiring and educating students about career opportunities in the professional sports arena, and recognizing both students and teachers for their achievements.

The Daytona Tortugas and School Board agree to create an educational partnership to enhance and improve the quality of education and to meet the needs of students, educators and the community. The term of this agreement shall be for a period of three years, commencing on the date the agreement is signed by both parties and expiring on June 30, 2021.

The parties agree to the following:

1. *Shelldon and the Superintendent present the “Summer Home Run Reading Challenge”*

- a. The Tortugas and School Board agree to implement a summer reading program for students in K-8. This voluntary program will encourage students to read throughout the summer. Students will read for 90 minutes to reach each base: first, second, third and home, for a total 360 minutes. At each base, students will have the opportunity to win a prize.
- b. The Home Run prize is a ticket to the Tortugas game to celebrate all Summer Home Run Readers. One free ticket will be provided to each student plus one guardian. The readers will be recognized on the field and their names will be displayed on the field’s video board to celebrate their accomplishments. The date for the recognition will be mutually agreed upon.
- c. The Tortugas will print over 30,000 score sheets that will be distributed by the School Board to all elementary and middle schools. The score sheet design and language will be mutually agreed upon. Additional score sheets will be made available at the local YMCA, libraries, community events and also on the district’s and Tortugas’ websites.
- d. The Tortugas will compile database of reader participants and provide weekly updates to the School Board. A “live ticker” of total hours read will be published and updated weekly on the district’s website.
- e. A kick-off video will be filmed at the Jackie Robinson Ballpark with Shelldon and the superintendent. The video will be produced and edited by the School Board.
- f. In the spring, Tortugas players, mascots and community outreach staff will be available for appearances at all elementary and middle schools. The School Board will assist in scheduling dates and times.

2. *High School Ambassador Program*

- a. The Tortugas and School Board agree to implement a high school ambassador program in coordination with the district’s Career and Technical Education (CTE) office. The ambassador

program will provide opportunities for two to four students from each of Volusia's 10 high schools to participate in a hands-on, real-world experience with a professional sports and entertainment organization in Volusia County.

- b. The high school ambassadors will meet once per month during the school year to discuss opportunities that exist within the sports and entertainment career path, including accounting, sports marketing, hospitality, culinary, communications, sales, and graphic design. Students will also lead discussions on new trends and the development of new and unique events at the Jackie Robinson Ballpark that are safe, family-friendly and community-oriented for teenage students.
- c. If necessary, the Tortugas and School Board shall establish the content for the program by separate memorandum of understanding.

3. *Education Day*

- a. The Tortugas will host an annual Education Day, which is a fun-filled, educational field trip at the Jackie Robinson Ballpark for elementary and middle school students. Local educational venues (Marine Science Center, Museum of Arts & Sciences, Volusia County Lifeguards, etc.) will be invited to provide interactive displays for the students to add to the experience.
- b. The Tortugas will compile educational lessons about the history and significance of Jackie Robinson in Daytona Beach.
- c. The School Board will assist in scheduling an appropriate date that does not conflict with testing dates.
- d. The Tortugas will design a flyer advertising the field trip opportunity to teachers, which will be distributed by the School Board to all elementary and middle schools.
- e. The Tortugas and the School Board will collaborate on the development of curriculum that can be utilized in conjunction with this field trip and/or for families to work with their children on reading, writing and math skills while attending a game.

4. *Teacher Appreciation Night*

- a. The Tortugas will hold a Teacher Appreciation Night at Jackie Robinson Ballpark for all "Teachers of the Year." Teachers of the Year will receive two free tickets and on-field recognition.
- b. The Tortugas will provide discounted tickets to all other teachers to attend Teacher Appreciation Night, which will include a post-game fireworks show.
- c. The School Board will assist in scheduling the date and event details.

5. *Extended Day - Summer Splash Days*

- a. The Tortugas will provide unique opportunities to all Volusia County elementary school Extended Day Enrichment Programs, such as the "Summer Splash Camp Day". This day combines a baseball game with summer camp activities.
- b. The date(s) for the Summer Play Days will be mutually agreed upon and the School Board will assist in scheduling schools to attend.
- c. The Tortugas will provide a report to the School Board with the number of students, teachers and chaperones participating.

6. Additional Programs and Events

- a. The Tortugas agrees to consider requests not specifically included in this agreement for all of Volusia’s elementary, middle and high schools, such as health fairs, 5K races and other similar events .
- b. The Tortugas shall have the opportunity to participate in FACT Fairs and provide interactive experiences for attendees.
- c. The Tortugas shall have the right to serve on advisory boards for middle and high school academies, as well as provide speakers related to the sports industry and the game of baseball.

7. Marketing

- a. The Tortugas will develop a mutually agreed upon joint logo for use in promoting the partnership agreement, which can be used by both parties.
- b. Promotional efforts will be coordinated and agreed upon, including use of social media, development of videos, and visibility on the district and school websites.
- c. Flyers and other materials developed and provided by the Tortugas for agreed upon events and promotions will be distributed to schools and students, and will include the opportunity to speak with principals.
- d. The parties shall have limited, terminable, nonexclusive license to promote and market the Tortugas’ brand and the School Board’s brand in marketing, advertising and other promotional materials, including the use of each party’s respective logos for activities related to this agreement. Use of each party’s brand or logo, or any other identifying information, shall be subject to approval of the other party.
- e. The Tortugas will make PA announcements at home games advertising the partnership with Volusia County Schools.

The signatures below indicate approval of the Agreement:

FOR THE SCHOOL BOARD:

DAYTONA TORTUGAS:

 Mr. Carl Persis
 Chairman

 Mr. Ryan Keur
 President

Dated: _____

 Mr. James T. Russell
 Superintendent

Dated: _____