



**CONFIDENTIAL**

January 5, 2021

*Via email*

**Re: Letter of Interest in Sponsorship**

Dear Black Hills Sports Board:

My name is Paige Pearson Meyer, and I am the Director of Corporate Communications for Midco. As discussed, Midco is providing this non-binding indication of interest to sponsor the “Midco Broadcast Booth” at Floyd Fitzgerald Stadium (the “Stadium”). In exchange for 10 years of annual payments of \$12,000, for a total payment of \$120,000, the Black Hills Sports Board will provide Midco exclusive naming rights for the “Midco Broadcast Booth” at the Stadium starting in January of 2021 and ending in December of 2030.

While Midco and the Black Hills Sports Board will need to work together to draft and execute a sponsorship agreement (the “Agreement”), the Agreement will likely contain the following provisions as previously discussed between the parties:

- The term of the Agreement will begin in January of 2021 and continue until December of 2030.
- Midco will make an annual payment of \$12,000 to the Black Hills Sports Board.
- Midco will receive exclusive sponsorship of the Midco Broadcast Booth.
- Midco will pay for and place the signage at the Midco Broadcast Booth.
  - Midco will be responsible for the upkeep and maintenance of the Midco Broadcast Booth signage.
  - Any signage for the Midco Broadcast Booth will need prior approval of the Stadium Architectural Control Committee.
- Except for the Midco Broadcast Booth signage, Black Hills Sports Board will pay for all signage for Midco at the Stadium, including but not limited to an outfield sign.
- Midco will build out the Midco Broadcast Booth for its use at its own expense.
  - Midco can personalize the Midco Broadcast Booth to align with Midco’s brand standards.

- Midco will receive public address announcements for events occurring at the Stadium, including the following:
  - In-game recognition of the “Midco Broadcast Booth” during all three Post 22 Teams (Cadets, Expos & Hardhats) throughout the season and post-season tournament games. Midco will provide a script. The announcements will be made at the top of each game and again during the fourth inning.
  - In-game recognition of the “Midco Broadcast Booth” during State American Legion Baseball and Central Plains Regional tournament games. Midco will provide a script. The announcements will be made at the top of each game and again during the fourth inning.
  - Recognition during streamed broadcasts of high school varsity games at the Stadium. Midco will provide a script. The announcements will be made at the top of each game and again during the fourth inning.
- Midco will receive up to 50 individual passes to events at the Stadium per year.
- Midco will receive up to two game-day promotions a year, if scheduling allows.
- Midco will receive up to two days per year to use the field for meetings, clinics, and corporate events, if scheduling allows.
- Beginning in 2022, Black Hills Sports will offer exclusive advertising and signage to Midco within the patio and seating area of the Stadium.
- Midco can host one corporate event during the season at the retreat area behind the fence in the Stadium’s left field, if scheduling allows.
- Midco will receive a Walk Off level sponsorship with all accompanying rights and perks, including the following:
  - Four corporate passes for seats dedicated to Midco.
  - Full page ad in the Season Program (8x10 ad – color or B&W)
  - Digital ad and link on Hardhat TV.
  - Scrolling “Sponsor Roll” name viewed 15-20 times per game on Hardhat TV
  - :30 second commercial on Hardhat TV
  - \$65 Catch 22 gift card for the stadium store
  - Your name on the Championship Wall at the Fitz
  - Website ad on post22baseball.com
- Midco will receive all broadcast rights to events at the Stadium, unless as otherwise detailed in the Agreement.
- If desired, Midco will work with the South Dakota or National American Legion to secure approval to broadcast certain events, including the 2022 State American Legion Baseball Tournament, the 2022 Central Plains Regionals, and the 2023 Central Plains Regionals.

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Our indication of interest is based upon our mutual discussions. This indication of interest is being submitted with the understanding that the terms of this letter will be held in *strict confidence* by the Black Hills Sports Board. Please do not share this letter or the proposed terms and conditions of the Agreement with any third parties without prior written consent from Midco. The parties will each bear their own costs and expenses incurred in connection with completing a sponsorship agreement. This letter does not purport to include all essential terms of the potential sponsorship and, accordingly, is not intended to create any enforceable rights or obligations. We are excited about this potential sponsorship and look forward to further discussions with you.

Regards,

By    
Paige Pearson Meyer  
Director of Corporate Communications