

To: Harlem District Business Services

From: Josh Aurand, Assistant Superintendent of Business Services

Rebecca Hoffmann, Athletic Director

Re: Hudl

Hudl is a product and service required by the NIC 10 Conference for game footage for review and trade with other conference schools. It also provides tools for coaches and athletes to review game footage and improve team play. It is in the NIC 10 Bylaws that we must trade “film” via Hudl within 24 hours of the previous evening’s game.

Coaches can also use this as a breakdown tool and can add text, drawing and audio annotations to **Hudl** videos to teach players what they did correctly and what they need to improve on.

Currently we spend approximately \$12,500 on Hudl services. This is for Football, Boys Basketball, Girls Basketball and Boys and Girls Volleyball. Football has 200 hours of cloud storage, a 12 hour breakdown and statistics analysis. Boys and Girls Basketball has 200 hours of cloud storage, 12 hour breakdown and statistic analysis. All other sports have 100 hours of storage and a 24 hour break down. Boys and Girls Soccer will use the package when the outdoor camera is available. With the new package, Football, B/G Basketball, B/G Soccer, B/G Volleyball will have unlimited storage on the cloud, along with a 12 hour breakdown.

Athletic Department Package 2021-2022
Silver+ Package | Current Package

HUDL SUBSCRIPTIONS Unlimited Silver Programs (100 storage hours) 3 Gold Programs - FB & BB (200 storage hours) AD Package = \$12,000	7 Hudl Assist subscriptions	UNLIMITED GAME + SCOUT Football (12hr) Basketball	UNLIMITED (GAME ONLY) Soccer Volleyball
	Hudl Focus Indoor 	Hudl Sideline PLUS 	

Athletic Department Package 2021-2022

Gold+ Package | Recommended Package

HUDL SUBSCRIPTIONS

Unlimited Gold Programs
(200 storage hours)

AD Package = \$13,500

7

Hudl Assist
subscriptions

UNLIMITED
GAME + SCOUT

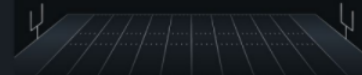
Football (12hr)
Basketball
Soccer
Volleyball

UNLIMITED
(GAME ONLY)

Hudl Focus
Indoor &
Focus
Outdoor



Hudl Sideline
PLUS



The HUDL AD package comes with a HUDL Focus camera with the ability of real time uploading and game analysis from a coach's smart phone. HUDL has many components to its services. Storage and breakdown as explained above but also analysis and help in scouting, along with video review, editing and exchange (NIC 10 Bylaws) and a communication/messaging portal.

The AD package costs \$13,500. The value of the package is over \$20,000. While the cost will go up, it is not by that much, and it opens opportunities to the rest of our sports to use the HUDL services. Payment for the additional HUDL service will come out of the overall Athletics Budget.

It is my recommendation to upgrade to the AD package in a 3 year contract so that all programs that want access to Hudl, can have access to Hudl. This is the only service on the market that does this. QwikCut was investigated by a committee through the Illinois Athletic Director's Association (on which I was a part of) and it was found that, while QwikCut is cheaper, it only contains one similar component to HUDL which is the breakdown. The statisticians that break down the film require the team to upload the film to the company, using their own recording devices and time, and the breakdown takes 24-48 hours. Also, the NIC10 still requires videos to be exchanged by HUDL.

Introducing Multi-Year Contracts

- 2-3 Year contracts available
- Locked in pricing
- Planned budgets

Multi-Year Contract

Gold+ Package

Year 1: **\$13,500**

2021-22 Renewal Price

Year 2: **\$13,500**

2022-23 Renewal Price

Year 3: **\$13,500**

2023-24 Renewal Price

ATHLETIC DEPARTMENT PACKAGE SCHOOLS

Leave the camera equipment at home with the **Hudl Focus Exchange Network**.

Automatically get access to film from your games played in front of a Focus camera whether they're at home, away or at a neutral site.

