



August 6, 2020

Subject: Special Revenue Sharing Program for 20-21 School Year

To our NFHS Network broadcasting schools:

Given the extraordinary circumstances due to COVID-19, the NFHS Network is making special accommodations for the 2020-21 school year for revenue sharing from the online sale of Monthly and Annual subscription passes attributed to your school.

1. All broadcasting Schools that produce content on the NFHS Network are eligible for revenue sharing during the 2020-21 school year. For schools that received Pixellot Systems at no cost, by the terms of your contract you are not eligible for revenue sharing until Year 4 of the 5-year term. *We are waiving that for this school year, and your participation in this revenue sharing program is "automatic."*
2. The amount of revenue sharing for **Monthly passes** is the *same* as before. But, as noted above, *all schools* will receive a revenue share on each Monthly pass sold for the duration of the subscription.
3. The amount of revenue sharing for **Annual passes** will be increased, based on the number of Annual passes sold and attributed to your school (see table below). Under normal circumstances, the revenue share for a school on an Annual pass is a one-time payment of \$20.

For the 2020-21 school year, the more online Annual passes your school sells, the higher the payout to your school from each Annual pass. Even better, if your school moves up to the next "tier," then all passes sold before will also apply to the higher payout share.

ANNUAL PASS REVENUE SHARE FOR 2020-21

# Of Annual Passes Your School Sells Online	Revenue Your School Keeps (per pass)
0-99	\$20
100-399	\$35
400+	\$45

EXAMPLES:

- 99** Annual Passes sold School gets **99 x \$20**
- 100** Annual Passes sold School gets **100 x \$35** *Increased payout threshold*
- 250** Annual Passes sold School gets **250 x \$35**
- 399** Annual Passes sold School gets **399 x \$35**
- 400** Annual Passes sold School gets **400 x \$45** *Increased payout threshold*
- 500** Annual Passes sold School gets **500 x \$45**

4. **What happens next year?** The special revenue sharing program outlined above is currently only applicable for the 2020-21 school year. We knew that the 2020-21 school year was going to be an enormous challenge, and we are stepping up to help. We don't know what next year will look like, but we will be monitoring the situation very closely. Our commitment to you is that until things return to normal, we are going to do everything that we can to help high school sports.

Sincerely,

Robert Rothberg
NFHS Network