



Sharon Williams, Ed.D.
Superintendent of Schools

To: RIMSD 41 Board of Education
From: Dr. Sharon Williams
Cabinet Champion: Annaka Whiting, CFO
Date: May 27, 2025
Re: BSN Athletic Wear Contract

The Rock Island Athletic Department is seeking Board approval to continue its partnership with BSN Sports for a three year contract, beginning July 1, 2025 to June 30, 2028. This agreement would be executed through the TIPS cooperative which ensures competitive pricing for the District. This partnership has delivered measurable value to our athletic programs, including consistent branding, high-quality gear, equitable pricing, and valuable program rebates.

To ensure continued alignment with stakeholder satisfaction, the department conducted a customer satisfaction survey in April 2025. The survey was sent to all athletic students and parents, receiving over 50 responses and resulting in an average satisfaction rating of 4.44 out of 5—a strong indicator of community support for BSN.

Key benefits of the continued partnership include:

- Preferred team pricing on equipment, apparel, fan wear, and signage
- Discounts on Nike and Jordan brand uniforms, apparel, and footwear
- Equitable pricing across all sports programs
- Brand consistency and high-quality standards
- Program rebates to support reinvestment in athletic needs

Additionally, through our partnership with BSN, Rock Island Athletics continues to benefit from a direct sponsorship with Nike, providing our student-athletes with access to elite-level gear and branding opportunities. This relationship supports our commitment to excellence by offering high-performance apparel that enhances both athletic performance and school pride. Approval of this agreement will allow student-athletes to continue receiving top-tier gear without disruption, while maintaining the financial and operational advantages that BSN provides.

Investment Period: July 1, 2025 – June 30, 2026

Total Investment: Not to exceed \$200,000

Funding Source: Athletic Supplies and the Athletic Development Fund

Rock Island-Milan School District #41

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