

Proposal 151104 – Athletic Partnership

December 8, 2015

SUMMARY:

This proposal requests an exclusive athletic partnership between Denton ISD and an athletic wear manufacturer. Proposals were received from Nike, Russell and Under Armour.

BOARD GOAL:

VI Growth, Change & Fiscal Responsibility...be environmentally responsible and aggressively pursue energy efficiency and conservation principles in building design...demonstrate effective and efficient management of district resources...provide leadership and /or oversight to ensure District meets all fiscal, legal and regulatory requirements.

PREVIOUS BOARD ACTION:

None

BACKGROUND INFORMATION:

The district desires to partner with a reputable manufacturer and allow our athletic teams to exclusively wear that brand. All teams would exclusively wear and use the partner's products with the exception of sub-varsity and middle school shoes as the district does not provide shoes the these programs.

The campuses choosing to participate are Denton High, Ryan High, Calhoun, McMath, Myers, Navo and Strickland. The proposal also includes the new Braswell High for 2016-17 and Middle School #8 when it is completed.

A committee of Joey Florence, Athletic Director and Kathy Arrington, Purchasing Agent reviewed and ranked each proposal.

The proposal will run for a period of one year from the date of governing body approval, with the option, upon governing body approval, to extend the partnership for up to four additional one year terms.

The district may wish to add other student groups over the course of the contract.

SIGNIFICANT ISSUES:

Each proposer offered to provide an amount of money per school and school year in product allowance. Russell and Under Armour also offered a percentage back in product value on total spending.

Under Armour was given the top ranking of 98. Nike was ranked second with a score of 96 due to no percentage back. Russell was ranked third with a 92 due to the smaller product allowance and no shoe product.

It is believed that because the district will be purchasing all athletic wear for Braswell High opening in 2016-17 the percentage back offered by Under Armour will be significant.

A partnership will also allow the district to be consistent in the athletic wear at participating campuses from the designated team dealer. A team dealer will be chosen by UA with district approval.

FISCAL IMPLICATIONS:

Cost will be borne by the general fund athletic budgets and 2013 bond funds for Braswell High.

BENEFIT OF ACTION:

Passage will allow the district to partner with a reputable brand at a substantial cost savings over time.

PROCEDURAL AND REPORTING IMPLICATIONS:

None

PUBLIC COMMENT RECEIVED:

None

ALTERNATIVES:

The alternative would be to continue purchase various brands and product from the athletic supplies proposal.

OTHER COMMENTS:

None

SUPERINTENDENT'S RECOMMENDATION:

It is recommended that the proposal submitted by Under Armour be accepted for a period of one year from approval with the option to extend the contract for up to four additional one year terms.

STAFF PERSONS RESPONSIBLE:

Debbie Monschke, Assistant Superintendent of Administrative Services
Joey Florence, Director of Athletics
Kathy Arrington, Purchasing Agent

ATTACHMENT:

Proposal Tabulation
Proposal Ranking
Contract

APPROVAL:

Signature of Staff Member Proposing Recommendation: _____

Signature of Divisional Assistant Superintendent: _____

Signature of Superintendent: _____