

Advertising Agreement

The Hickman County School System ("Hickman") agrees to partner exclusively with District Solutions LLC ("DS") to implement the proposed School Bus Advertising Program for the 2026–2027 school year. The initial program term will run through September 2027. Estimated program debut: October 2026.

The parties agree as follows:

1. Hickman shall permit DS to place advertisements on their school buses via signage (specifications provided in Proposal).
2. All advertising message copy / content are subject to the final approval of Hickman Director of Schools and Transportation Director (coordinated by DS).
3. A maximum of two advertisements measuring a maximum of 36" by 90" will be allowed on each school bus. One on the rear passenger side and one on driver side of bus. The size of commercial advertising per quarter panel shall not exceed thirty-six (36") inches in height and ninety (90") inches in length, including any border or framing. The commercial advertising shall consist of lettering on a color background. Commercial advertising shall not cover any structural or sheet metal damage or alteration.
4. Advertising shall be limited to that approved by the Tennessee Legislature for the exterior of school buses as follows:

No commercial advertising of tobacco or alcohol products shall be permitted. Political campaign advertising shall be expressly prohibited.

No commercial advertising of food items that pursuant to T.C.A. 49-6-2307 cannot be sold or offered for sale to pupils in grade pre-kindergarten through 8 through vending machines.

5. All revenue generated by DS will be split: 55% to Hickman, 45% to DS.
6. Advertising Rates – DS shall establish advertising rates for the School Bus Banner Program based on market conditions and advertiser demand. Current standard rates are generally \$75 per month per sign for 1–2 signs, \$65 per month per sign for 3–6 signs, and \$60 per month per sign for 7 or more signs.

DS may offer promotional, grandfathered, volume, or other negotiated rates. Any material exceptions to the standard rate structure shall be communicated to and approved by Hickman County Schools prior to implementation.

7. Checks will be mailed monthly after payment from DS's client has been received. Payment from client to DS shall be a condition precedent for any payment obligation from DS to Hickman. Checks will be mailed to: Hickman County School District – 115 Murphree Avenue, Centerville, TN, 37033.

8. If any damage occurs to the bus signs, due to (i.e., weather, vandalism, etc.) DS and Hickman will share all responsibility to replace the cost of the sign 45%/55%. At the end of the term of this Agreement, all buses shall be restored to their original condition, and all signage will be professionally removed, leaving no vestiges of the signs.

9. If a bus with a current paying sponsor becomes a Spare bus, DS and Hickman will divide the cost to replace the sign to a Route bus, 45%/55%.

10. DS shall provide a detailed commission report each month (number of signs sold to each sponsor, at what cost, with copy of signed agreement upon request) along with monthly check to Hickman County Schools at the end of each month (Except the two summer months, June and July)

11. Both parties submit to the jurisdiction of the State of Tennessee and venue in Hickman County, Tennessee, for any dispute which arises.

Hickman County Schools Signature and Date

District Solutions Signature and date