



AGENDA REQUEST FORM

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

MEETING DATE	2019-06-25 10:05 - Regular School Board Meeting
AGENDA ITEM	ITEMS
CATEGORY	LL. OFFICE OF PORTFOLIO SERVICES
DEPARTMENT	Athletics

Special Order Request <input type="radio"/> Yes <input checked="" type="radio"/> No
Time
Open Agenda <input checked="" type="radio"/> Yes <input type="radio"/> No

ITEM No.:
 LL-8.

TITLE:
 Agreement with Paragon Marketing Group, LLC for ESPN High School Football Kickoff

REQUESTED ACTION:
 Approve Agreement between Paragon Marketing Group, LLC and The School Board of Broward County, Florida for Deerfield Beach High School's participation in the ESPN High School Football Kickoff. The game will take place on Saturday, August 24, 2019 at Traz Powell Stadium in Miami, Florida.

SUMMARY EXPLANATION AND BACKGROUND:
 Paragon Marketing Group, LLC has invited Deerfield Beach High to play a football game against Carol City Senior High at Traz Powell Stadium in Miami, Florida on Saturday, August 24, 2019 as part of the ESPN High School Football Kickoff. Paragon Marketing Group, LLC intends to televise the football game live on ESPNU.
 See Supporting Docs for continuation of Summary Explanation and Background.
 This Agreement has been reviewed and approved as to form and legal content by the Office of the General Counsel. This Agreement has been executed by Paragon Marketing Group, LLC. This Agreement will be executed by Florida High School Athletic Association following School Board approval.

SCHOOL BOARD GOALS:
 Goal 1: High Quality Instruction
 Goal 2: Continuous Improvement
 Goal 3: Effective Communication

FINANCIAL IMPACT:
 There is a positive financial impact to Deerfield Beach High School in the amount of \$2,500. The Deerfield Beach High School Football Booster Club will cover any additional expenditures in relation to the trip to Miami, Florida.

EXHIBITS: (List)
 (1) Summary Explanation and Background Continued (2) Paragon Marketing Group Agreement

BOARD ACTION:

 (For Official School Board Records Office Only)

SOURCE OF ADDITIONAL INFORMATION:

Name: Shawn M. Cerra	Phone: 754-321-2550
Name:	Phone:

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA
Senior Leader & Title

Leslie M. Brown - Chief Portfolio Services Officer

Signature

Approved In Open Board Meeting On: _____

By: _____
 School Board Chair