

## **Continuation of Summary Explanation and Background**

Pursuant to the Agreement, there is no cost to The School Board of Broward County, Florida. Paragon Marketing Group, LLC will pay \$2,500 in exchange for the grant of rights and Deerfield Beach High's participation in the event and telecast.

The ESPN High School Football Kickoff will increase national and regional attention for Deerfield Beach High and Broward County Public Schools. The School Board of Broward County, Florida has approved similar agreements for Blanche Ely, Coconut Creek, Cooper City, Cypress Bay, Dillard and Miramar High Schools.

The Best of Broward vs. Dade Football Game is now in its fourth year. Every year the location switches between Broward County and Dade County. Year one the game was played at Flanagan High. Year two the game was played at Traz Powell Stadium in Miami. Year three the game was played at Miramar High. This year the game moves back to Traz Powell Stadium. Based on the attached Agreement, this year's game will once again be televised by ESPN.