

C-23003 Beverage Procurement Program

Interviews were held with District personnel. The District personnel included Ms. Dana Reynolds (Purchasing Dept.), Ms. Lisa Ozanich (Purchasing Dept.), Mr. David Eagan (Director of Athletics), Ms. Heather McArthur (Chief Financial Officer), Mr. James Cherrington (Director of Business Services), Ms. Laina Fullum (Director of Nutrition Services), and Ms. Karla Adeshakin (Assistant Director of Nutrition Services).

Exclusive CocaCola includes:

- Annual sponsorship of \$55,000 for meeting the volume clause of 13,500 total cases in year one of the contract. Volume clause will increase 1000 cases with each fiscal year. Sponsorship would increase up to \$60,000 if the District achieves 16,000 case volume.
- Year 1 and 2 will have \$1 rebate on all delivered cases and \$1.50 rebate on 20oz Dasani cases. Case rebate for 20oz Dasani would go up to \$2.00 if 16,000 case volume is reached.
- One time annual product donation of \$1000 to the Lunch for Learners fund during the 5-year agreement
- \$2,000 in free cases of .5L 24pk Dasani annually
- Up to \$5000 in Powerade Sideline Equipment in year 1 of the agreement and up to \$3000 in year 2,3,4, and 5.
- Vending commission of 15% on all cases annually
- Lease all coolers, vending machines, and fountain equipment at no charge to District
- Install, service and maintain all equipment

Currently, each building retains the commissions on their vending sales. The fixed sponsorship will go into District fund to be distributed to programs and schools for specific purpose. Booster and parent groups will also purchase under this exclusive agreement at the negotiated price. They will continue to retain their profits from sales as they have in the past. Nutrition Services will also participate in this exclusive agreement with variety of options meeting USDA regulations. Nutrition Services will share in the commission and will be able to participate in the bottle/can rebate.

Award to **HEARTLAND COCA-COLA** – Columbia, MO