

**A Better Way Athletics, LLC**  
**ORDER FORM**

10710 Midlothian Turnpike, Suite 300  
North Chesterfield, VA 23235  
804-718-0543 | [www.abetterwayathletics.com](http://www.abetterwayathletics.com)



**CONTRACT INFORMATION**

Client Information		A Better Way Athletics Sales Representative:	
Client Name:	Hanover County Public Schools ("Client" or "you")	Salesperson:	Chris Scheich, AD System's Specialist
Billing Contact Name:		Telephone:	703-282-1636
Telephone:		Email:	<a href="mailto:sales@abetterwayathletics.com">sales@abetterwayathletics.com</a>
Email:			
Primary Contact Name:	Lisa Pennycuff		
Telephone:	804-365-4502		
Email:	lpennycuff@hcps.us		
Order Form Information		Additional Terms	
Order Form Reference #	C100138	Payment Terms:	Net 30
Order Form Effective Date:	01/01/2025		
Order Form Expiration Date:	06/30/2028		

**PURCHASE SUMMARY**

Subscription Services				
Item #	Product	Term Start Date	Term End Date	Fee
1	Annual A Better Way Athletics ("ABW") Subscription for Hanover County Public School System High Schools. Annual Subscription includes unlimited use of ABW curriculum and support (Does not include use at Middle Schools) – Partial Year	01/01/2025	06/30/2025	<del>\$16,000.00</del> WAIVED
2	ABW Initial Setup Fee (One Time Fee at Contract Inception)	N/A	N/A	\$6,000.00
3	Annual Subscription - Year 1	07/01/2025	06/30/2026	\$30,000.00
4	Annual Subscription - Year 2	07/01/2026	06/30/2027	\$30,000.00
5	Annual Subscription - Year 3	07/01/2027	06/30/2028	\$30,000.00
		Total Partial Year		\$6,000.00
		Total Year 1		\$30,000.00
		Total Year 2		\$30,000.00
		Total Year 3		\$30,000.00

1. ABW provides a single Subscription Pricing strategy plus an ABW Initial Setup Fee (in year one only) for its entire product. There are no additional fees for the ABW product and support.
2. Includes unlimited support for Client. Also includes setup of Client data into ABW. ABW does not charge additional fees for support.
3. ABW will invoice Client for the Initial Setup Fee upon contract inception. ABW will invoice each subsequent year individually for payment at the Term Start Date of each year.
4. This pricing is for use at the High School level only. Use at the Middle School level would have a higher annual subscription price. For reference, the base pricing for implementing ABW at all Client Middle Schools would be an additional \$12,000 annual subscription per year and an additional Initial Setup Fee (One Time Fee at Contract Inception) of \$2,400.

To purchase, please complete the electronic signature process from which this contract was sent or sign below and send a scanned pdf file of this Order Form by e-mail to [contracts@abetterwayathletics.com](mailto:contracts@abetterwayathletics.com).

Each party has executed this Order Form by its duly authorized representative.

Client

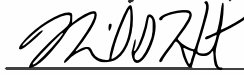
  
Signature

Terry S. Store  
Printed Name

Assistant Superintendent  
Title

12/6/24  
Date

A Better Way Athletics, LLC

  
Signature

Michael Hurt  
Printed Name

Managing Partner  
Title

12/09/2024  
Date

This Order Form is governed by the Terms and Conditions of Standard Contract R24255 between Loudoun County Public Schools and A Better Way Athletics, LLC dated February 27, 2024 (the "Original Agreement") except that this Pricing Page takes the place of Section 4 - Additional Information within the Original Agreement.