

#### 4 Section 4 – Additional Information

##### 4.1 Pricing

**NOTE: Term of Agreement is 03/01/2024 - 02/28/2029 since Contract was signed after February. Each Year's Term Adjusts as well.**

#### A BETTER WAY ATHLETICS, LLC ORDER FORM

10710 Midlothian Turnpike, Suite 300  
North Chesterfield, VA 23235  
804-718-0543 | www.abetterwayathletics.com



#### CONTRACT INFORMATION

Client information		A Better Way Athletics Sales Representative:	
Client Name:	Loudon County Public Schools (LCPS) Virginia ("Client" or "you")	Salesperson:	Danny Sterling, VP of Sales
Contact Name:	Hind Zegoud, Procurement Supervisor	Telephone:	804-718-0543
Telephone:	571-252-1270	Email:	<a href="mailto:sales@abetterwayathletics.com">sales@abetterwayathletics.com</a>
Fax:			
Email:	<a href="mailto:hind.zegoud@lcps.org">hind.zegoud@lcps.org</a>		
Order Form Information		Additional Terms	
Order Form Reference #	C100190	Payment Terms:	Net 30
Order Form Effective Date:	02/01/2024		
Order Form Expiration Date:	01/31/2029		

#### PURCHASE SUMMARY

Subscription Services				
Item #	Product	Term Start Date	Term End Date	Fee
1	Annual ABW Subscription for Loudon County Public Schools School System High Schools. Annual Subscription includes unlimited use of ABW Curriculum and Support (Does not include use at Middle Schools – Year 1	02/01/2024	01/31/2025	\$127,500.00
2	ABW Initial Setup Fee (One Time Fee at Contract Inception)	N/A	N/A	\$25,500.00
3	Annual ABW Subscription – Year 2	02/01/2025	01/31/2026	\$127,500.00
4	Annual ABW Subscription – Year 3	02/01/2026	01/31/2027	\$127,500.00
5	Annual ABW Subscription – Year 4	02/01/2027	01/31/2028	\$127,500.00
6	Annual ABW Subscription – Year 5	02/01/2028	01/31/2029	\$127,500.00
		<b>Total Year 1</b>		<b>\$153,000.00</b>
		<b>Total Year 2</b>		<b>\$127,500.00</b>
		<b>Total Year 3</b>		<b>\$127,500.00</b>
		<b>Total Year 4</b>		<b>\$127,500.00</b>
		<b>Total Year 5</b>		<b>\$127,500.00</b>

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 LCPS personnel. Also includes setup of LCPS data into ABW. ABW does not charge additional fees for support.
3. ABW will invoice LCPS for the Initial Setup Fee and Year 1 Subscription 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 LCPS Middle Schools would be an additional \$102,000 annual subscription per year and an additional Initial Setup Fee (One Time Fee at Contract Inception) of \$20,000.
5. Please note that, for the sake of this Pricing section of the proposal, ABW has utilized February 1, 2024 as the start date of the contract. Obviously, these dates would be adjusted based upon the time of award by LCPS.