



**THE SCHOOL BOARD OF SEMINOLE COUNTY FLORIDA
PURCHASING AND DISTRIBUTION SERVICES DEPARTMENT**

**400 E. Lake Mary Boulevard
Sanford, FL 32773-7127**

REQUEST FOR PROPOSAL (RFP) & PROPOSAL ACKNOWLEDGEMENT

POSTING DATE:
January 31, 2012

PURCHASING CONTACT & TELEPHONE:
Barry Boyer, C.P.M., 407.320.0238
barry.boyer@scps.k12.fl.us

RFP TITLE & NUMBER:
DISTRICTWIDE ADVERTISING & MARKETING SERVICES, #11120049P

RFP DUE DATE & TIME:
February 28, 2012, 3:30 PM

NOTE: RFPS RECEIVED AFTER THE RFP DUE DATE AND TIME WILL NOT BE ACCEPTED.

The School Board of Seminole County, Florida, solicits your company to submit a proposal on the above referenced goods or services. All terms, specifications and conditions set forth in this solicitation are incorporated by this reference into your response. A Proposal will not be accepted unless all conditions have been met. In the event of a conflict between the General Purchasing Terms and Conditions and any subsequent Special Conditions or attached hereto, the Special Conditions will have precedence. **All Proposals must have an authorized signature in the space provided below.** All Proposals must be sealed and received in The School Board of Seminole County Florida Purchasing Office at 400 East Lake Mary Boulevard, Sanford, Florida, by the "RFP Due Date & Time" referenced above. **All envelopes containing sealed proposal must reference the "RFP Title", "RFP Number" and the "RFP Due Date & Time".** The School Board is not responsible for lost or late delivery of proposals by the U.S. Postal Services or other delivery services used by the Proposer. Proposals may not be withdrawn for a period of sixty (60) days after the RFP due date unless otherwise specified.

THE FOLLOWING MUST BE COMPLETED, SIGNED, AND RETURNED AS PART OF YOUR PROPOSAL. PROPOSALS WILL NOT BE ACCEPTED WITHOUT THIS FORM, SIGNED BY AN AUTHORIZED AGENT OF THE PROPOSER.

COMPANY NAME:

MAILING ADDRESS:

CITY, STATE, ZIP:

FEDERAL EMPLOYER'S IDENTIFICATION NUMBER (FEIN):

TELEPHONE NUMBER:

FACSIMILE NUMBER:

Email:

I CERTIFY THAT THIS PROPOSAL IS MADE WITHOUT PRIOR UNDERSTANDING, AGREEMENT, OR CONNECTION WITH ANY OTHER PROPOSER SUBMITTING A PROPOSAL FOR THE SAME MATERIALS, SUPPLIES, EQUIPMENT OR SERVICES, AND IS IN ALL RESPECTS FAIR AND WITHOUT COLLUSION OR FRAUD. I AGREE TO ABIDE TO ALL CONDITIONS OF THIS RFP AND CERTIFY THAT I AM AUTHORIZED TO SIGN THIS RFP FOR THE PROPOSER.

AUTHORIZED SIGNATURE:

TYPED OR
PRINTED NAME:

TITLE:

DATE:

I. INTRODUCTION. Seminole County is located in Central Florida, north of and immediately adjacent to Orange County in what is considered part of the Kissimmee – Orlando - Sanford, Florida metropolitan area. Seminole County is 309 square miles and a population of 422,718 (2010 Census) and population density 1,367 (person per square mile). The total enrollment for all schools averages 63,979 students and is the 54th largest school district in the nation.

The School Board of Seminole County Florida (SBSC) is a premier school district consistently rated as a “high performing” and “A” rated school district within Florida and the nation. All high schools were rated within the top 4% of academically high performing schools in the nation (Newsweek). SBSC has a traditionally strong record of supporting Academics, the Arts and Athletics programs to promote a well rounded education for its student. There are nine (9) high schools with an estimated enrollment of 20,237 students and (12) middle schools with a total student enrollment of 14,591 and (39) elementary schools with a student enrollment of 26,873. In addition there are 2,000 students enrolled in charter schools, special centers or programs. By the summer of 2012, all middle and high schools will have WiFi access with expansion to elementary schools planned.

The School Board of Seminole County Florida (SBSC) is seeking the services of a non-exclusive, third party Marketing Firm to serve as a Sales Representative(s) (Sales Rep) that will coordinate efforts to maximize district revenues by generating opportunities derived from approved SBSC assets in the form of banners, signage (electronic or billboard) or audio announcements at area school athletic events, commercial naming rights of facilities, and WiFi advertising through its wireless network where available as well as other school signage and vehicle advertising opportunities, and designing and executing solicitations of those opportunities. The Sale Rep will earn a percentage commission on all contracts approved for use.

II. GENERAL PURCHASING TERMS AND CONDITIONS. These general terms will apply to all purchases by the District as a result of an award hereunder. In the event of a conflict between Section II and subsequent sections herein, the provisions of any subsequent sections shall be specific to the goods or services requested and shall have precedence. The titles used are for convenience only; the Proposer is responsible for understanding and complying with all terms and conditions herein.

1. DEFINITIONS.

- A. The School Board of Seminole County Florida may be referred to as the “Board”, “School Board” or “SBSC” herein.
- B. The term “Proposer” shall refer to the company, individual, or organization that responded to this solicitation.
- C. The term “Contractor” shall refer to any successful awardees hereunder.

2. PRICING / TAXES. All pricing shall be based on FOB Seminole County Florida and will include all packaging, handling, shipping charges, and delivery to any point within Seminole County Florida to a secure area or inside delivery. If Services are being provided, unless otherwise indicated, all pricing shall include all costs including travel to and from work site in Seminole County Florida. The School Board is exempt and does not pay Federal Excise and State of Florida Sales taxes.

3. TRANSPORTATION, TITLE & RISK OF LOSS. To the extent that promotional materials may be shipped by sponsors:

- A. Title to the goods will pass to the School Board upon receipt and acceptance at the destination unless indicated otherwise herein. Until acceptance, the Contractor retains the sole insurable interest in the goods.
- B. The shipper will prepay all transportation charges. The School Board will not accept collect freight charges.
- C. No premium carriers will be used for the School Board’s account without prior consent of the Director of Purchasing and Distribution Services.
- D. The Shipper assumes all risks of loss or damage
 - 1) to all goods, work in process, materials and equipment until the delivery thereof as herein provided;
 - 2) to third persons and their property until delivery of all goods as herein provided;

- 3) to any property received by the Contractor or held by the Contractor or its suppliers for the account of the School Board, until such property has been delivered to the School Board;
 - 4) to any of the goods or part thereof rejected by the School Board, from the time of shipment thereof to Contractor until redelivery thereof to the School Board.
4. **PACKING LIST.** All shipments will include an itemized list of each package's content, and reference the School Board's Purchase Order Number. No charges will be allowed for cartage or packing unless agreed upon by the School Board prior to shipment.
5. **WARRANTY.** All goods and services furnished by the Contractor, relating to and pursuant to this RFP will be warranted to be free of defects, meet or exceed the Specifications contained herein, and fit for the intended use. In the event of breach, the Contractor will take all necessary action, at Contractor s expense, to correct such breach in the most expeditious manner possible.
6. **INDEMNIFICATION.** The Contractor agrees to indemnify and save harmless the School Board, its officers, agents and employees from and against any and all claims and liabilities (including expenses) for injury or death of persons or damage to any property which may result, in whole or in part, from any act or omission on the part of the Contractor, its agents, employees, or representatives, or are arising from any Contractor furnished goods or services, except to the extent that such damage is due solely and directly to the negligence of the School Board.
7. **INSURANCE.** The Contractor will carry comprehensive general liability insurance, including contractual and product liability coverage, with minimum limits acceptable to the School Board. The Contractor will, at the request of the School Board, supply certificates evidencing such coverage. Additional insurance requirements may be specified herein.
8. **SOVEREIGN IMMUNITY / LIMITED LIABILITY.** Notwithstanding any provision herein or attached hereto, nothing shall be construed as a waiver of SBSC's rights and sovereign immunities under Florida Statutes. SBSC damages shall be limited in accordance and to the extent allowed by §768.28 Florida Statute.
9. **LAWS AND REGULATIONS.** Contractors will comply with all applicable Federal, State and Local laws, statutes and ordinances including, but not limited to the rules, regulations and standards of the Occupational Safety and Health Act of 1970, the Federal Contract Work Hours and Safety Standards Act, and the rules and regulations promulgated under these Acts. Contractors agree not to discriminate against any employee or applicant for employment because of race, sex, religion, color, age or national origin. Lack of knowledge of applicable laws, statutes and ordinances by the Proposer shall not constitute a cognizable defense against actual or potential damages caused thereby.
10. **GOVERNING LAW & VENUE.** All agreements as a result of an award hereto and all extensions and modifications thereto and all questions relating to its validity, interpretation, performance or enforcement shall be governed and construed in conformance to the laws of the State of Florida. In the event of a legal proceeding, the venue for state court shall be in Seminole County Florida or for federal court be United States District Court, Middle District of Florida, Orlando Division.
11. **PATENTS, COPYRIGHTS & ROYALTIES.** Contractors agree to indemnify and save harmless the School Board, its officers, employees, agents, or representatives from liability of any nature or kind, including cost and expenses for or on account of copyrighted, patented or un-patented invention, process or article of manufactured or used in the performance of the contract award hereunder. If the Contractor uses any design, device or materials covered by royalties or cost arising from the use of such design, device or material in any way involved in the work shall be included in the price proposal of the Contractor.
12. **PERMITS/LICENSES/FEES.** Any permits, licenses, or fees required will be the responsibility of the successful Contractor; no separate or additional payment will be made. A copy of these licenses and permits shall be submitted to the Buyer prior to commencement of work. If the service(s) being provided requires that individuals or organizations be licensed by the Florida Department of Business and Professional Regulation or any other state or federal agency, such license(s) should be obtained by the RFP due date and time. For state licensing, contact the Florida Department of Business and Professional Regulation, Tallahassee, FL 32399-0797, Phone 850.487.9501.
13. **CONTRACTOR'S EMPLOYEE BACKGROUND CHECK.** The School Board of Seminole County, Florida, is committed to the education and safety of its students and employees. To that end access to school campuses and district facilities by unauthorized personnel is strictly forbidden. Contractor will comply

with the requirements of the Jessica Lunsford Act §1012.465 Florida Statute in regards to fingerprinting and level 2 background screenings of all applicable employees and any subcontractor employees. Refer to <http://www.scps.k12.fl.us/Portals/0/assets/pdf/frontpage/JLAct.pdf> for SBSC for Background Check Requirements. Contractors hereunder shall comply with required background check of employees as may be applicable and failure to comply shall be considered a material breach of contract.

14. **TERMINATION.**

- A. DEFAULT.** The School Board may terminate all or any part of a subsequent award by giving notice of default to Contractor, if Contractor: Refuses or fails to deliver the goods or services within the time specified; Fail to comply with any of the provisions of this RFP or so fails to make progress as to endanger performances, hereunder, or;
- 1) Becomes insolvent or subject to proceedings under any law relating to bankruptcy, insolvency, or relief of debtors. In the event of termination for default, the School Board's liability will be limited to the payment for goods and services delivered and accepted as of the date of termination.
- B. CONVENIENCE.** The School Board may terminate for its convenience at any time, in whole or in part any subsequent award. In which event of termination for convenience, the School Board's sole obligations will be to reimburse Contractor for:
- 1) Those goods or services actually shipped / performed and accepted up to the date of termination, and
 - 2) Costs incurred by Contractor for unfinished goods, which are specifically manufactured for the School Board and which are not standard products of the Contractor, as of the date of termination, and a reasonable profit thereon.
 - 3) In no event is the School Board responsible for neither loss of anticipated profit nor will reimbursement exceeds the RFP value.
- C. FUNDING.** Contracts awarded hereunder are subject to the appropriation and availability of funds as approved by the School Board of Seminole County Florida. In the event funding for the specific purpose of this solicitation is not funded or such funds are insufficient, the contract may be terminated immediately without penalty.

15. **PERFORMANCE.** In an effort to reduce the cost of doing business with the School Board, and unless indicated elsewhere a bid or performance bond may not be required. However, upon award and subsequent default by Contractor, the School Board reserves the right to pursue any or all of the following remedies:

- A.** To accept the next lowest available RFP price or to purchase materials or services on the open market, and to charge the original award the difference in cost via a deduction to any outstanding or future obligations;
- B.** The Contractor in default will be barred for consideration of future RFP awards for a period of time determined by the severity of the default, but not exceeding two years.
- C.** Any other remedy available to the School Board in tort or law.

16. **ASSIGNMENT.** Any purchase order or contract issued pursuant to an award hereunder, and the monies that may become due are not assignable except with the prior written approval of the School Board, through the Purchasing and Distribution Services Department.

17. **AUDIT AND INSPECTION.** The School Board or its representative reserves the right to inspect and/or audit all the Contractor's documents and records as they pertain to the products and services delivered under this agreement. Such rights will be exercised with notice to the Contractor to determine compliance with and performance of the terms, conditions and specifications on all matters, rights and duties, and obligations established by this agreement. Documents / records in any form shall be open to the Board's representative and may include but are not limited to all correspondence, ordering, payment, inspection, and receiving records, contracts or sub-contracts that directly or indirectly pertain to the transactions between the Board and the Contractor.

III. **GENERAL RFP CONDITIONS.**

1. **PUBLIC ENTITY CRIMES.** A Proposer, person, or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a RFP on a contract to provide any goods

or services to a public entity for the construction or repair of a public building or public work, may not submit RFPs on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list.

2. **OTHER GOVERNMENT ENTITIES.** Subject to the mutual consent of the parties, the pricing, terms and conditions of this RFP, for the products or services specified herein, may be extended to other municipal, city or county government agencies, school boards, community or junior colleges, or state universities within the State of Florida.
3. **DRUG-FREE WORKPLACE.** Whenever two or more RFPs are equal with respect to price, quality, and service, a RFP received from a business that certifies that it has implemented a drug-free workplace program as defined by Section 287.087 Florida Statutes, will be given preference in the award process. If the Contractor does not maintain a formal "Drug Free Workplace" or does not perform random drugs tests on its employees, then the Contractor's employee must submit to a drug test by the School Board at an additional cost prior to working on the School Board account. Refer to ATTACHMENT – 1.
4. **GENERAL EVALUATION CRITERIA.**
 - A. Primary factors used to decide the award hereunder will be price, ability to meet specifications and responsiveness.
 - B. A Proposer's past performance may be used in the evaluation of this RFP.
 - C. The School Board reserves the right to evaluate by lot, by partial lot, or by item, and to accept or reject any RFP in its entirety or in part, and to waive minor irregularities if the RFP is otherwise valid.
 - D. In the event of a price extension error, the unit price will be accepted as correct.
 - E. The School Board may consider in conjunction to any award hereunder, those products, services and prices available to them through contracts from state, federal, and local government agencies or other school districts within the State of Florida.
 - F. The recommendation of the Evaluation Committee shall be submitted to the superintendent for review and recommendation for action to the School Board of Seminole County, Florida. The recommendation of the Evaluation Committee is advisory only.
 - G. The Superintendent reserves the right to recommend that all submittals be rejected and a new RFP be issued or to submit such other recommendation to the School Board that the Superintendent deems to be in the best interest of the School Board.
5. **ADDENDI, CLARIFICATIONS & INTERPRETATIONS.**
 - A. Any questions concerning terms, conditions or specifications will be directed to the designated Buyer referenced on the Proposer's Acknowledgement. Any ambiguities or inconsistencies shall be brought to the attention of the designated Buyer in writing at least ten (10) workdays prior to the due date of the RFP. Failure to do so, on the part of the Proposer will constitute an acceptance by the Proposer of any consequent decision.
 - B. An addendum to the RFP shall be issued and posted for those interpretations that may affect the eventual outcome of this RFP. It is the Proposer's responsibility to assure the receipt of all addendum issued. No person is authorized to give oral interpretations of, or make oral changes to the RFP. Therefore oral statements given before the RFP due date will not be binding. The School Board will consider no interpretations binding unless provided for by issuance of an addendum. Addenda will be posted to the School Board website "<http://www.scps.k12.fl.us/purchasing/BidViewer.aspx>" at least five workdays prior to the due date. The Proposer shall acknowledge receipt of all addenda by signing and enclosing said addenda with their proposal.
 - C. The School Board reserves the right to allow for clarification of questionable entries, and for the Proposer to withdraw items with obvious mistakes.
6. **PUBLIC RECORDS, CONFIDENTIAL, PROPRIETARY, OR TRADE SECRET MATERIAL.**
 - A. Meetings involving Oral Presentations by Proposers or negotiations are closed to the Public. Responses to this solicitation, and recordings of oral presentations or negotiations shall become "public records" upon award recommendation or thirty (30) days after the solicitation due date,

whichever is earlier and shall be subject to public disclosure consistent with Chapter 119 Florida Statutes. Proposers must invoke the exemptions to disclosure provided by law in response to this solicitation, and must identify the data and other material to be protected, and must state the reasons why such exclusion from public disclosure is necessary.

- B. If the Proposer considers any portion of the documents, data or records submitted in response to this solicitation to be confidential, trade secret or otherwise not subject to disclosure pursuant to Chapter 119 Florida Statutes, the Florida Constitution or other authority, the Proposer must also simultaneously provide the School Board with a separate redacted copy of its response. The redacted copy shall contain the School Board's solicitation name, number, and the name of Proposer on the cover, and shall be clearly titled "Redacted Copy." The Redacted Copy shall be provided to the School Board at the same time Proposer submits its response to the solicitation and must only exclude or obliterate those exact portions which are claimed confidential, proprietary, or trade secret.
- 1) Proposer shall be responsible for defending its determination that the redacted portions of its response are confidential, trade secret or otherwise not subject to disclosure. Further, Proposer shall protect, defend and indemnify the School Board for any and all claims from or relating to Proposer's determination that the redacted portions of its response are confidential, proprietary, trade secret or otherwise not subject to disclosure.
 - 2) If the Proposer fails to submit a Redacted Copy with its response, the Department is authorized to produce the entire documents, data or records submitted by Proposer in response to a public records request for these records.
7. **GREEN PROVISION.** The School Board supports and encourages the purchase of products and services that use recycled post consumer waste are energy efficient and/or environmentally friendly. Products that are comparable to the RFP specifications stated herein and are reusable, refillable, repairable, more durable, and less toxic may be purchased or used where practicable and cost effective as an alternative at the discretion of the Board. The Board also encourages and promotes using minimal packaging and the use of recycled/recyclable products in the packaging of commodities purchased. The Proposer shall be responsible for providing packaging that will protect the products shipped and documentation which demonstrates how their products or services meet this provision.
8. **CONFLICT OF INTEREST.** Proposer is subject to the provisions of Chapter 112 Florida Statutes. The Proposer must disclose with their response the name of any company owner, officer, director, agent or representative who is also an employee of the School Board or their immediate family which owns any interest of any amount in the Proposer's company, partnership, or agency.
9. **CONTACT / LOBBYING.** All questions for additional information regarding this RFP **must be directed to the designated Buyer noted on page one.** Prospective Proposers shall not contact nor lobby any member of the Seminole County School Board, Superintendent, members of the Evaluation Committee, or staff regarding this RFP prior to posting of the final tabulation and award recommendation on the website. Any such contact shall be cause for disqualification and rejection of your proposal.
10. **CONTINGENT FEE PROHIBITED.** The Proposer warrants that they have not employed or retained any third party other than the Proposer's employee or agent to solicit or secure an award hereunder and that they will not pay a fee, commission, percentage, gift or other consideration to a third party upon or resulting from the award hereunder. Violation shall constitute a breach of contract and termination of agreement and a deduction from any outstanding obligations for the full amount of the fee, commission, percentage, gift or consideration paid.
11. **SUB-CONTRACTORS.** The Proposer is responsible for performance and meeting all specifications and for the performance of any sub-contractors used in conjunction with an award hereunder. The Proposer must disclose the name(s) of any sub-contractor(s) used to satisfy performance herein and insure that the sub-contractors are qualified, insured, and that sub-contractors employees has security clearance and meets all requirements set forth herein.
12. **RFP OPENING AND FORM.** RFP openings will be public on the date and time specified on the Proposer's Acknowledgment form. All RFPs received after the time indicated will be rejected as non-responsive and returned unopened to sender. It is the Proposer's sole responsibility to insure their RFPs are received timely; SBSC is not responsible for late or missed delivery by third party delivery services. RFPs by Email, fax, telegram, or verbally by telephone or in person will not be accepted. The public opening will acknowledge receipt of the RFPs only, details concerning pricing or the offering will not be announced. All

RFPs submitted shall become public record upon an announcement of a recommended award or ten days after the due date whichever occurs first.

13. **RFP TABULATIONS, RECOMMENDATIONS, AND PROTEST.** RFP Tabulations with award recommendations are posted to the Purchasing and Distribution Services' website at "<http://www.scps.k12.fl.us/purchasing/BidViewer.aspx>". Failure to file a protest within the time prescribed in Section 120.57(3) Florida Statutes will constitute a waiver of proceedings under Chapter 120, Florida Statutes and School Board Rules. RFP tabulations or recommendations are available through website and notices will not be mailed. SBSC Policy # 7.71 Resolution of RFP Protest may be found online at www.scps.k12.fl.us.
14. **RFP PREPARATION COSTS.** Neither the School Board nor its representatives shall be liable for any expenses incurred in connection with the preparation of a response to this RFP.

IV. SPECIAL CONDITIONS

1. **TERM.** The award hereunder will be for 36 months effective June 1, 2012 or upon Board Approval whichever is sooner. The School Board reserves the right to cancel this contract with thirty (30) days notice of cancelation before the end of any fiscal year that falls within the term of this agreement. The terms and conditions of an award hereunder or any portion thereof may upon the mutual consent of the parties be extended for an additional one year term.
2. **PRE-SOLICITATION MEETING.** A voluntary pre-solicitation meeting to discuss the terms, conditions and specifications of this solicitation shall be held on **FEBRUARY 9, 2012, 2:00 PM** at the SBSC Educational Support Center, 400 East Lake Mary Blvd, Sanford, FL 32773, in Conference Room #306.
3. **RFP SCHEDULE.**
 - A. RFP Posting / Mailing Date: January 31, 2012
 - B. RFP Pre-Solicitation Meeting: Thursday, February 9, 2012, 2:00 PM (See #2 Above)
 - C. Questions Due: Monday, February 13, 2012
 - D. Proposals Due from Proposers: February 28, 2012, 3:30 PM
 - E. Tentative Evaluation Date: March 8, 2012
 - F. Tentative Presentations by Finalists (If required): Week of March 26, 2012
 - G. Tentative Board Approval Date: April 10, 2012

V. SCOPE OF WORK OR SERVICES.

1. **DISTRICT BACKGROUND INFORMATION.**
 - A. Seminole County is located in Central Florida, north of and immediately adjacent to Orange County in what is considered part of the Kissimmee – Orlando - Sanford, Florida metropolitan area. Seminole County is 309 square miles with a population of 422,718 (2010 Census) and population density 1,367 (person per square mile). The current enrollment for all schools and centers is 63,979 students and is the 54th largest school district in the nation.
 - B. SBSC is a premier school district consistently rated as a "high performing" and "A" rated school district within Florida and the nation. All high schools were rated within the top 4% of academically high performing schools in the nation (Newsweek). SBSC has a traditionally strong record of supporting Academics, the Arts and Athletics programs to promote a well rounded education for its student.
 - C. District Sports Programs.
 - 1) SBSC has a total of nine (9) high schools with a current student enrollment of 20,237 (2011-2012). There are sixteen different sports programs sponsored at various levels, varsity, junior varsity (jv), or freshmen with an average of 6,874 student athletes (2010-2011) participating in the various programs. Districtwide attendance at athlete events during the year (2010-2011)

was 182,446 not including the athletes, band, and volunteer boosters. Refer to the attached Exhibits for additional details about Seminole athletic programs and program attendance.

- a. Exhibit I: Seminole School Enrollment & Sports Participation Data
- b. Exhibit II: 2010/2011 Sporting Event Attendance Data

- 2) Various school booster organizations and related programs sell paid advertising / endorsements to primarily local vendors in the form of event announcements, program ads, banners or signs. However, there is no districtwide directed activity at this time. Notwithstanding anything herein, School booster clubs or other school related support organizations are not prevented from purchasing, selling, marketing or distributing products containing school marks, defined as the school's name, nickname, mascot, logo, designs or graphics. Nor shall such clubs be prohibited from selling or soliciting ads on behalf of their organization/school.

2. OVERVIEW OF SERVICES. The School Board of Seminole County Florida (SBSC) is seeking the services of a non-exclusive, third party Marketing Firm to serve as a Sales Representative(s) (Sales Rep) that will coordinate efforts to maximize district revenues by generating opportunities derived from approved SBSC assets in the form of banners, signage (electronic or billboard) or audio announcements at area school athletic events, commercial naming rights of facilities, and WiFi / Web advertising through its wireless network where available as well as other school signage and vehicle advertising opportunities. The Sales Rep will be responsible for designing and executing solicitations for those opportunities. The Sale Rep will earn a percentage commission on all contracts approved for use.

- A. The Sales Rep will be responsible for surveying SBSC assets and proposing sellable marketing opportunities subject to SBSC approval. This may include external signage, and naming rights for facilities.
- B. The Sales Rep will propose a set of policies subject to SBSC approval for: payment terms, cancellation of schedule, costs of media elements such as banners, commercials, etc., audit and validation of media schedules, liability for advertising material content and renewals.
- C. The Sales Rep will coordinate efforts to maximize district revenues by soliciting and offering marketing opportunities to national, regional and state "Brand" name companies in the form of banners, signage (electronic or billboard), or audio announcements at area district events.
- D. SBSC shall contract with the successful Proposer as a non-exclusive third party Sales Representative to solicit, sell, book and supervise the placement of media advertising and sponsorship on behalf of the School District.
- E. The Sales Rep shall provide information concerning prospective advertisements, advertisers or sponsors prior to any sponsorship or advertising agreement.
 - 1) The Sales Rep shall review with SBSC designated representatives any media and sponsorship materials that may be deemed inappropriate or inconsistent with SBSC policy or criteria.
 - 2) SBSC reserves the right to unilaterally reject media, advertisers, or sponsors which it deems inappropriate or inconsistent with SBSC policy or criteria at its sole discretion.
- F. The Sales Rep shall maintain sole and exclusive responsibility for obtaining media and sponsorship marketing materials, and for coordinating the delivery of same to SBSC designated representatives.
 - 1) The Sales Rep shall maintain exclusive responsibility and oversight, in coordination with SBSC designated personnel, over the installation of any and all digital or electronic scoreboards or displays, implementation of WiFi advertising and facility naming rights.
- G. The Sales Rep shall invoice, collect and remit revenues from Sponsors or Advertisers for all media and sponsorships sold and booked by the Sales Rep at a frequency as may be negotiated based on the type of Marketing/Advertising plan. SBSC shall receive compensation within 10 days of collection.
- H. The Sales Rep shall consult with SBSC designee to analyze financial impact of competing media buys and evaluate unique sponsorship opportunities that may be available for existing or proposed new components.
- I. The Sales Rep shall not accept from prospective advertisers or sponsors any other contingency fees or payment beyond the commission earned as it relates to the placement of advertising or sponsorships on behalf of SBSC.

- J. All advertising and sponsorship media materials shall comply with local codes and ordinances for which SBSC shall reject all non-conforming materials. The Sales Rep shall notify Advertisers and Sponsors of non-conforming material and may resubmit conforming materials in which implementation dates and revenues will be adjusted accordingly.
 - 1) In the event of a code or ordinance change, where prior accepted materials are now non-conforming, the advertiser shall modify or supply conforming materials within thirty (30) after receiving notices after which time SBSC may remove the existing materials in violation until conforming materials are received.
- K. Exhibit I School Enrollment & Sports Participation Data is provided for high school sports. Pricing for sports related promotions shall be based as a cost per population data as provided in Exhibit II Sporting Event Attendance Data attached hereto. Contracts for advertising shall be for a minimum of one "School Year" defined as that period of time which typically starts mid August through late May of the following year. A typical student school calendar for the 2011-2012 school year is attached as Exhibit III.
 - 1) Price changes may be submitted for approval with 30 days notice and are subject to the acceptance and/or negotiation of SBSC.
 - 2) Sponsorship Pricing shall be negotiated on a case by case basis.
- L. In addition to any other indemnity or insurance requirements herein, Sales Rep shall obtain indemnification from Advertisers which extends to SBSC that protects SBSC against all claims of copyright infringement by virtue of exhibiting or using the marketing media provided by advertisers or sponsors and will as a minimum assume the defense against all third party claims and pay all damages and attorney fees assessed against or incurred by SBSC. SBSC agrees to provide timely notice of any third party claims and to cooperate in the defense of such claims and in modifying or removing any offending ads as may be directed by the advertiser, sponsor or competent court of jurisdiction. (Reference Section II, Paragraph 6.)

3. **SBSC RESPONSIBILITIES.**

- A. Each August, SBSC shall provide updated demographic, sports attendance and enrollment data from the preceding school year.
- B. SBSC designated personnel will place or arrange for the placement of accepted media materials.
- C. SBSC shall work with Sales Rep to define guidelines and policies for determining acceptable advertisers or sponsors and appropriate advertising form and content.
 - 1) SBSC reserves all rights to reject advertisers or sponsors and any creative marketing materials which are deemed inappropriate for a school environment. Minimum criteria for rejection will include but is not limited to:
 - a. Ads promoting drugs, alcohol, smoking or excessive violence.
 - b. Ads that promote political or religious messages.
 - c. Ads that contain nudity or inappropriate/provocative dress.
- D. SBSC shall review and approve all media for ads and endorsements in a timely manner, prior to distribution of materials.
- E. SBSC shall respond in a timely manner to all inquiries and proposed marketing opportunities.

VI. QUESTIONNAIRE AND RESPONSE. The Proposer may offer proposals for general marketing excluding sports, or sports related marketing opportunities only or a proposal for all. In your executive summary, the Proposer shall identify the consideration that they wish their proposal to receive, i.e., general marketing excluding sports, Sports only, or all inclusive.

- 1. **Company Profile.** Provide general information about the company, ownership and primary markets.
 - A. Demographics & Management.
 - 1) Location: Corporate and local servicing branch address.

- 2) Describe when and where the company was incorporated or established, and a brief history of changes including acquisitions and mergers.
- 3) Size: Number of employees, offices etc.
- 4) Define the markets segments served and services provided, including the percentage contribution of each segment or service to the total sales/revenue of the company.
- 5) Define the Organization type. Publicly traded corporation, individual private ownership, partnership etc.
 - a. If individual or partnership, provide a personal profile of the ownership or senior partners and their role, if any, in managing the company.
 - b. If a Publicly traded corporation, include your latest annual report.
- B. References. Complete Attachment 2 with at least three accounts for which you have provided comparable services as defined herein.

2. Representation.

- 1) Provide a profile of each Sales team member including their experience, successes and function/roles that will service the SBSC account.
- 2) Provide an organizational chart and describe SBSC access to senior management.
- 3) Discuss SBSC ability to request new representation.

3. Market Access.

- A. Discuss at least three successful marketing campaigns/contracts/programs on behalf of high schools or school districts involving national brand names that your company has implemented over the last three years. Include the brand, the description of the campaign, the projected market, and the total revenue generated for the school/district.
- B. Discuss your experience and ability to obtain sponsorship agreements in exchange for “Naming Rights” of athletic fields and facilities, from national, regional, or local sponsors.
- C. Discuss your specific experience with internet WiFi or social media advertising.
- D. Given the demographics data about SBSC provided herein, summarize the strategy you will use in attracting brand names to the Seminole account. Based on your experience, project the total potential revenue anticipated to be generated for the district during the first year.

- 4. **Revenue / Commission.** Discuss the commission rate stated as a percentage of gross revenues. If a variable rate discuss when each commission rate will be used.

VII. EVALUATION CRITERIA AND AWARD. The recommendation of the Evaluation Committee is advisory only and shall be submitted to the superintendent for review and recommendation for action to the School Board of Seminole County, Florida. The Superintendent reserves the right to recommend that all submittals be rejected and a new RFP be issued or to submit such other recommendation to the School Board that the Superintendent deems to be in the best interest of the School Board.

- 1. **SCORING THE PROPOSALS.** The committee reserves the right to award a multiple award hereunder if the Proposals show a specialty, such as toward athletic advertising as opposed to a more general marketing discipline in which case two awards may result with athletic events, facilities and sponsors may be allocated to one Sales Rep and all other promotional activity awarded to a second Sales Rep.
 - A. The Evaluation Committee shall consist of a representative of the Business Advisory Committee, a School Board Member, Deputy Superintendent and two High School Principals. The Purchasing Department will facilitate the process and be the point of contact for all issues. No attempt should be made by Proposers to contact or influence any committee member directly or indirectly. The Evaluation Committee shall score the entire process.

- B. Except for Price, each Evaluation Committee Member shall review, evaluate and rate each response received based on the following scale: 3.1 to 4.0 =Response exceeds minimum requirements; 3.0 = Response meets minimum requirements; 2.0 = Response partially meets requirements; 1.0 = Response does not meet minimum requirements and 0 = No response received. All Evaluation Committee Scores shall be recorded, summed and averaged for each criteria section. The weight for each criterion shall be multiplied by the committee average score for the criteria resulting in a raw score for each proposal received.
 - C. Total Projected Revenue will be used for analysis. The total projected revenue of all proposals received shall be summed and average. This average revenue will equal a score of "3.0" with each proposal compared to the average and a pro rata score calculated based on the following: [Average Cost / Proposer's Actual Revenue) * 3] with the maximum score not to exceed a "4.0". This score will be multiplied by the weight and added to total score from other criteria.
2. **CRITERIA AND WEIGHTS.** The weight for each criterion is indicated in parenthesis and is the multiplier that will be applied to the scoring as indicated in 1. B. above.
- A. Company Profile (20)
 - B. Representation (25)
 - C. Market Access (25)
 - D. Revenue / Commission (30)
3. **FINALIST PRESENTATIONS.** SBSC reserves the right to narrow down the total number of proposals received based on the above scoring establish a minimum of two finalists. The finalists will be invited to make a presentation to the evaluation committee. Each presentation shall be scored on the same 4.0 scale indicated above and weighted by a factor of 25. This score will be added to the preliminary score achieve in the initial evaluation to determine the highest ranked proposal received.

VIII. SUBMITTAL REQUIREMENTS. One (1) paper original, (1) copy on a CD / Flash Drive and five (5) paper copies of your response should be forwarded to the Purchasing & Distribution Services Department, 400 E. Lake Mary Blvd, Sanford, FL 32773-7127 to be received no later than 3:30 pm, February 28, 2012. Each response shall be organized and presented in the following sequence and will include the following as a minimum:

- 1. Section 1.
 - A. Proposal Acknowledgement, page one (1) of this document, completed and signed by an authorized officer of the company.
 - B. Letter of transmittal / Executive Summary acknowledging your understanding of the services to be provided.
- 2. Section 2 - Questionnaire response to Section VI.
- 3. Section 3 – Exhibits and Attachments
 - A. Drug Free Workplace (Attachment - 1)
 - B. Evidence of insurance in compliance to Section II, #11, or an acknowledgement that company will comply within ten (10) days after notice of award.
 - C. Proposers Exhibits as needed.
- 4. Section 4 – Proposed Contract Specimen.

DRUG FREE WORKPLACE

Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

- 1) Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
- 2) Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
- 3) Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
- 4) In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employees will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
- 5) Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
- 6) Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Proposer's Signature: _____ Printed Name/Title: _____

Company Name: _____

ATTACHMENT- 2
RFP# 11120049P

REFERENCES

Provide references of at least 4 entities for which you have provided similar services, (preferably Florida clients) for the past three (3) years. References shall include organization name, contact name, telephone number, fax number, and email address. Include a brief statement of service provided and effective dates.

Reference # 1

Client Name: _____ Contact Name: _____
City / State: _____ Phone #: _____ Fax #: _____
Email: _____
Products / Services Provided: _____
Date(s): _____

Reference # 2

Client Name: _____ Contact Name: _____
City / State: _____ Phone #: _____ Fax #: _____
Email: _____
Products / Services Provided: _____
Date(s): _____

Reference # 3

Client Name: _____ Contact Name: _____
City / State: _____ Phone #: _____ Fax #: _____
Email: _____
Products / Services Provided: _____
Date(s): _____

Reference # 4

Client Name: _____ Contact Name: _____
City / State: _____ Phone #: _____ Fax #: _____
Email: _____
Products / Services Provided: _____
Date(s): _____

Proposer's Signature: _____ **Printed Name/Title:** _____

Company Name: _____

EXHIBIT I - SEMINOLE SCHOOL ENROLLMENT & SPORTS PARTICIPATION DATA, RFP#1120044P

SCHOOL YEAR 2009-2010											SCHOOL YEAR 2010-2011								
BASEBALL	BOYS			GIRLS			TOTAL				BOYS			GIRLS			TOTAL		
	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
	HAGERTY	13	15	28	0	0	0	13	15	28	15	15	30	0	0	0	15	15	30
	LAKE BRANTLEY	23	36	59	0	0	0	23	36	59	24	33	57	0	0	0	24	33	57
	LAKE HOWELL	14	15	29	0	0	0	14	15	29	19	15	34	0	0	0	19	15	34
	LAKE MARY	15	21	36	0	0	0	15	21	36	20	19	39	0	0	0	20	19	39
	LYMAN	19	20	39	0	0	0	19	20	39	19	11	30	0	0	0	19	11	30
	OVIEDO	17	16	33	0	0	0	17	16	33	20	16	36	0	0	0	20	16	36
	SEMINOLE	19	32	51	0	0	0	19	32	51	20	15	35	0	0	0	20	15	35
	WINTER SPRINGS	17	19	36	0	0	0	17	19	36	19	17	36	0	0	0	19	17	36
SPORTS TOTAL	137	174	311	0	0	0	137	174	311	156	141	297	0	0	0	156	141	297	

SCHOOL YEAR 2009-2010											SCHOOL YEAR 2010-2011								
BASKETBALL	BOYS			GIRLS			TOTAL				BOYS			GIRLS			TOTAL		
	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	
HIGH SCHOOL	CROOMS AOIT	9	10	19	12	0	12	21	10	31	10	13	23	11	0	11	21	13	34
	HAGERTY	11	21	32	14	14	28	25	35	60	9	23	32	14	8	22	23	31	54
	LAKE BRANTLEY	13	29	42	11	21	32	24	50	74	14	27	41	13	19	32	27	46	73
	LAKE HOWELL	15	27	42	12	12	24	27	39	66	13	24	37	17	14	31	30	38	68
	LAKE MARY	13	26	39	11	24	35	24	50	74	14	29	43	15	23	38	29	52	81
	LYMAN	12	25	37	9	9	18	21	34	55	13	25	38	12	8	20	25	33	58
	OVIEDO	11	22	33	12	18	30	23	40	63	13	28	41	10	15	25	23	43	66
	SEMINOLE	12	23	35	12	11	23	24	34	58	14	26	40	15	26	41	29	52	81
	WINTER SPRINGS	12	22	34	10	10	20	22	32	54	16	23	39	13	17	30	29	40	69
SPORTS TOTAL	108	205	313	103	119	222	211	324	535	116	218	334	120	130	250	236	348	584	

SCHOOL YEAR 2009-2010											SCHOOL YEAR 2010-2011								
BOWLING	BOYS			GIRLS			TOTAL				BOYS			GIRLS			TOTAL		
	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	
HIGH SCHOOL	CROOMS AOIT	6	0	6	6	0	6	12	0	12	6	0	6	7	0	7	13	0	13
	HAGERTY	0	0	0	0	0	0	0	0	0	8	0	8	7	0	7	15	0	15
	LAKE BRANTLEY	9	0	9	8	0	8	17	0	17	8	0	8	7	0	7	15	0	15
	LAKE HOWELL	9	0	9	7	0	7	16	0	16	10	0	10	8	0	8	18	0	18
	LAKE MARY	10	0	10	8	0	8	18	0	18	6	0	6	7	0	7	13	0	13
	LYMAN	8	0	8	6	0	6	14	0	14	9	0	9	7	0	7	16	0	16
	OVIEDO	7	0	7	6	0	6	13	0	13	8	0	8	9	0	9	17	0	17
	SEMINOLE	7	0	7	8	0	8	15	0	15	8	0	8	9	0	9	17	0	17
	WINTER SPRINGS	0	0	0	0	0	0	0	0	0	8	0	8	8	0	8	16	0	16
SPORTS TOTAL	56	0	56	49	0	49	105	0	105	71	0	71	69	0	69	140	0	140	

CROSS COUNTRY		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	15	0	15	5	0	5	20	0	20
	HAGERTY	26	0	26	22	0	22	48	0	48
	LAKE BRANTLEY	21	0	21	13	0	13	34	0	34
	LAKE HOWELL	19	0	19	8	0	8	27	0	27
	LAKE MARY	20	0	20	21	0	21	41	0	41
	LYMAN	9	11	20	9	11	20	18	22	40
	OVIEDO	12	0	12	13	0	13	25	0	25
	SEMINOLE	10	0	10	12	0	12	22	0	22
	WINTER SPRINGS	8	10	18	8	10	18	16	20	36
SPORTS TOTAL		140	21	161	111	21	132	251	42	293

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
25	0	25	2	0	2	27	0	27																		
24	0	24	27	0	27	51	0	51																		
18	0	18	33	0	33	51	0	51																		
9	0	9	12	0	12	21	0	21																		
15	0	15	17	0	17	32	0	32																		
9	11	20	8	11	19	17	22	39																		
20	0	20	17	0	17	37	0	37																		
8	6	14	10	6	16	18	12	30																		
14	0	14	17	0	17	31	0	31																		
142			17			159			143			17			160			285			34			319		

FOOTBALL		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	47	81	128	0	0	0	47	81	128
	LAKE BRANTLEY	112	82	194	0	0	0	112	82	194
	LAKE HOWELL	62	56	118	0	0	0	62	56	118
	LAKE MARY	45	86	131	0	0	0	45	86	131
	LYMAN	43	70	113	0	0	0	43	70	113
	OVIEDO	51	58	109	0	0	0	51	58	109
	SEMINOLE	42	132	174	0	0	0	42	132	174
	WINTER SPRINGS	57	77	134	0	0	0	57	77	134
SPORTS TOTAL		459	642	1101	0	0	0	459	642	1101

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
0	0	0	0	0	0	0	0	0																		
60	78	138	0	0	0	60	78	138																		
61	112	173	0	0	0	61	112	173																		
50	93	143	0	0	0	50	93	143																		
48	88	136	0	0	0	48	88	136																		
37	70	107	0	0	0	37	70	107																		
46	90	136	0	0	0	46	90	136																		
52	98	150	0	0	0	52	98	150																		
65	86	151	0	0	0	65	86	151																		
419			715			1134			0			0			0			419			715			1134		

GOLF		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	10	0	10	1	0	1	11	0	11
	HAGERTY	10	0	10	4	0	4	14	0	14
	LAKE BRANTLEY	12	0	12	9	0	9	21	0	21
	LAKE HOWELL	10	0	10	6	0	6	16	0	16
	LAKE MARY	6	8	14	7	0	7	13	8	21
	LYMAN	8	0	8	5	0	5	13	0	13
	OVIEDO	7	0	7	4	0	4	11	0	11
	SEMINOLE	7	5	12	6	0	6	13	5	18
	WINTER SPRINGS	8	3	11	8	0	8	16	3	19
SPORTS TOTAL		78	16	94	50	0	50	128	16	144

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
4	0	4	2	0	2	6	0	6																		
11	0	11	7	0	7	18	0	18																		
7	6	13	7	0	7	14	6	20																		
8	0	8	5	0	5	13	0	13																		
7	6	13	6	0	6	13	6	19																		
8	0	8	5	0	5	13	0	13																		
11	0	11	6	0	6	17	0	17																		
6	4	10	7	0	7	13	4	17																		
7	6	13	5	0	5	12	6	18																		
69			22			91			50			0			50			119			22			141		

LACROSSE		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	29	29	58	21	19	40	50	48	98
	LAKE BRANTLEY	23	24	47	24	17	41	47	41	88
	LAKE HOWELL	22	21	43	24	26	50	46	47	93
	LAKE MARY	27	26	53	18	23	41	45	49	94
	LYMAN	21	18	39	16	16	32	37	34	71
	OVIEDO	25	20	45	23	22	45	48	42	90
	SEMINOLE	26	25	51	18	19	37	44	44	88
	WINTER SPRINGS	0	0	0	0	0	0	0	0	0
SPORTS TOTAL		173	163	336	144	142	286	317	305	622

SCHOOL YEAR 2010-2011															
BOYS			GIRLS			TOTAL									
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	ALL						
0	0	0	0	0	0	0	0	0	0						
22	26	48	19	24	43	41	50	91	91						
27	25	52	24	23	47	51	48	99	99						
21	21	42	24	27	51	45	48	93	93						
30	27	57	17	16	33	47	43	90	90						
19	24	43	19	20	39	38	44	82	82						
26	30	56	22	25	47	48	55	103	103						
26	27	53	17	17	34	43	44	87	87						
24	20	44	19	22	41	43	42	85	85						
195			200			395				161	174	335	356	374	730

SOCCER		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	21	0	21	24	0	24	45	0	45
	HAGERTY	20	20	40	21	18	39	41	38	79
	LAKE BRANTLEY	21	22	43	15	16	31	36	38	74
	LAKE HOWELL	22	19	41	17	19	36	39	38	77
	LAKE MARY	23	0	23	22	19	41	45	19	64
	LYMAN	21	19	40	22	22	44	43	41	84
	OVIEDO	17	12	29	18	24	42	35	36	71
	SEMINOLE	21	18	39	22	19	41	43	37	80
	WINTER SPRINGS	16	18	34	22	19	41	38	37	75
SPORTS TOTAL		182	128	310	183	156	339	365	284	649

SCHOOL YEAR 2010-2011															
BOYS			GIRLS			TOTAL									
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	ALL						
20	0	20	19	0	19	39	0	39	39						
25	20	45	21	28	49	46	48	94	94						
16	21	37	21	19	40	37	40	77	77						
23	20	43	20	21	41	43	41	84	84						
29	13	42	21	18	39	50	31	81	81						
17	18	35	18	17	35	35	35	70	70						
16	22	38	20	17	37	36	39	75	75						
19	18	37	19	14	33	38	32	70	70						
20	22	42	20	15	35	40	37	77	77						
185			154			315				179	149	328	364	303	667

SOFTBALL		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	0	0	0	25	13	38	25	13	38
	LAKE BRANTLEY	0	0	0	29	14	43	29	14	43
	LAKE HOWELL	0	0	0	32	13	45	32	13	45
	LAKE MARY	0	0	0	31	16	47	31	16	47
	LYMAN	0	0	0	30	14	44	30	14	44
	OVIEDO	0	0	0	34	16	50	34	16	50
	SEMINOLE	0	0	0	27	12	39	27	12	39
	WINTER SPRINGS	0	0	0	14	12	26	14	12	26
SPORTS TOTAL		0	0	0	222	110	332	222	110	332

SCHOOL YEAR 2010-2011															
BOYS			GIRLS			TOTAL									
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	ALL						
0	0	0	0	0	0	0	0	0	0						
0	0	0	33	13	46	33	13	46	46						
0	0	0	39	20	59	39	20	59	59						
0	0	0	33	14	47	33	14	47	47						
0	0	0	35	16	51	35	16	51	51						
0	0	0	27	17	44	27	17	44	44						
0	0	0	13	12	25	13	12	25	25						
0	0	0	28	12	40	28	12	40	40						
0	0	0	31	14	45	31	14	45	45						
0			0			0				239	118	357	239	118	357

SWIMMING/DIVING		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	30	0	30	27	0	27	57	0	57
	LAKE BRANTLEY	19	0	19	24	0	24	43	0	43
	LAKE HOWELL	8	0	8	9	0	9	17	0	17
	LAKE MARY	9	0	9	11	0	11	20	0	20
	LYMAN	17	0	17	8	0	8	25	0	25
	OVIEDO	13	0	13	26	6	32	39	6	45
	SEMINOLE	27	0	27	28	0	28	55	0	55
	WINTER SPRINGS	13	0	13	20	0	20	33	0	33
SPORTS TOTAL		136	0	136	153	6	159	289	6	295

SCHOOL YEAR 2010-2011								
BOYS			GIRLS			TOTAL		
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
0	0	0	0	0	0	0	0	0
19	0	19	26	0	26	45	0	45
19	0	19	23	0	23	42	0	42
11	0	11	7	0	7	18	0	18
18	0	18	13	0	13	31	0	31
11	0	11	9	0	9	20	0	20
12	0	12	33	0	33	45	0	45
24	5	29	28	4	32	52	9	61
10	0	10	16	0	16	26	0	26
124	5	129	155	4	159	279	9	288

TENNIS		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	7	0	7	6	0	6	13	0	13
	LAKE BRANTLEY	14	0	14	14	0	14	28	0	28
	LAKE HOWELL	8	0	8	7	0	7	15	0	15
	LAKE MARY	9	0	9	7	0	7	16	0	16
	LYMAN	11	0	11	10	0	10	21	0	21
	OVIEDO	8	0	8	6	0	6	14	0	14
	SEMINOLE	11	0	11	10	0	10	21	0	21
	WINTER SPRINGS	9	0	9	11	0	11	20	0	20
SPORTS TOTAL		77	0	77	71	0	71	148	0	148

SCHOOL YEAR 2010-2011								
BOYS			GIRLS			TOTAL		
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
0	0	0	0	0	0	0	0	0
8	0	8	8	0	8	16	0	16
11	0	11	14	0	14	25	0	25
8	0	8	7	0	7	15	0	15
7	0	7	8	0	8	15	0	15
9	0	9	7	0	7	16	0	16
7	0	7	8	0	8	15	0	15
13	0	13	12	0	12	25	0	25
12	0	12	11	0	11	23	0	23
75	0	75	75	0	75	150	0	150

TRACK & FIELD		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	5	0	5	5	0	5	10	0	10
	HAGERTY	53	0	53	32	0	32	85	0	85
	LAKE BRANTLEY	66	0	66	75	0	75	141	0	141
	LAKE HOWELL	27	0	27	19	0	19	46	0	46
	LAKE MARY	30	0	30	26	0	26	56	0	56
	LYMAN	35	20	55	25	20	45	60	40	100
	OVIEDO	28	0	28	35	17	52	63	17	80
	SEMINOLE	27	14	41	16	12	28	43	26	69
	WINTER SPRINGS	21	0	21	26	0	26	47	0	47
SPORTS TOTAL		292	34	326	259	49	308	551	83	634

SCHOOL YEAR 2010-2011								
BOYS			GIRLS			TOTAL		
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
4	0	4	4	0	4	8	0	8
44	0	44	43	0	43	87	0	87
62	0	62	80	0	80	142	0	142
42	0	42	15	0	15	57	0	57
27	0	27	34	0	34	61	0	61
20	11	31	21	8	29	41	19	60
38	0	38	40	0	40	78	0	78
40	0	40	29	0	29	69	0	69
24	0	24	21	0	21	45	0	45
301	11	312	287	8	295	588	19	607

VOLLEYBALL		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	14	0	14	12	9	21	26	9	35
	HAGERTY	10	10	20	12	25	37	22	35	57
	LAKE BRANTLEY	10	11	21	12	24	36	22	35	57
	LAKE HOWELL	12	12	24	12	24	36	24	36	60
	LAKE MARY	11	13	24	11	20	31	22	33	55
	LYMAN	11	11	22	12	25	37	23	36	59
	OVIEDO	11	10	21	12	20	32	23	30	53
	SEMINOLE	12	11	23	12	25	37	24	36	60
	WINTER SPRINGS	10	11	21	15	19	34	25	30	55
SPORTS TOTAL		101	89	190	110	191	301	211	280	491

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
10	15	25	9	11	20	19	26	45																		
10	11	21	15	25	40	25	36	61																		
13	13	26	12	27	39	25	40	65																		
15	12	27	15	25	40	30	37	67																		
11	12	23	12	22	34	23	34	57																		
10	8	18	10	20	30	20	28	48																		
16	14	30	12	19	31	28	33	61																		
10	10	20	13	21	34	23	31	54																		
10	9	19	15	21	36	25	30	55																		
105			104			209			113			191			304			218			295			513		

WATER POLO		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	17	0	17	12	0	12	29	0	29
	LAKE BRANTLEY	23	0	23	15	0	15	38	0	38
	LAKE HOWELL	14	0	14	9	0	9	23	0	23
	LAKE MARY	11	0	11	18	0	18	29	0	29
	LYMAN	15	0	15	14	0	14	29	0	29
	OVIEDO	13	0	13	13	0	13	26	0	26
	SEMINOLE	7	6	13	7	6	13	14	12	26
	WINTER SPRINGS	0	0	0	0	0	0	0	0	0
SPORTS TOTAL		100	6	106	88	6	94	188	12	200

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
0	0	0	0	0	0	0	0	0																		
18	0	18	20	0	20	38	0	38																		
24	0	24	14	0	14	38	0	38																		
12	0	12	8	0	8	20	0	20																		
17	0	17	12	0	12	29	0	29																		
17	0	17	13	0	13	30	0	30																		
16	0	16	21	0	21	37	0	37																		
13	0	13	15	0	15	28	0	28																		
13	0	13	17	0	17	30	0	30																		
130			0			130			120			0			120			250			0			250		

WRESTLING		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	25	18	43	5	0	5	30	18	48
	LAKE BRANTLEY	47	0	47	1	0	1	48	0	48
	LAKE HOWELL	20	24	44	0	3	3	20	27	47
	LAKE MARY	22	31	53	10	10	20	32	41	73
	LYMAN	14	32	46	1	1	2	15	33	48
	OVIEDO	14	8	22	3	2	5	17	10	27
	SEMINOLE	13	8	21	4	0	4	17	8	25
	WINTER SPRINGS	14	34	48	0	2	2	14	36	50
SPORTS TOTAL		169	155	324	24	18	42	193	173	366

SCHOOL YEAR 2010-2011																										
BOYS			GIRLS			TOTAL																				
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL																		
0	0	0	0	0	0	0	0	0																		
22	20	42	4	0	4	26	20	46																		
40	0	40	8	0	8	48	0	48																		
20	20	40	0	0	0	20	20	40																		
28	11	39	0	0	0	28	11	39																		
15	13	28	4	0	4	19	13	32																		
55	0	55	0	0	0	55	0	55																		
10	2	12	1	0	1	11	2	13																		
37	22	59	2	0	2	39	22	61																		
227			88			315			19			0			19			246			88			334		

WEIGHTLIFTING		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	0	0	0	0	0	0	0	0	0
	HAGERTY	25	0	25	27	0	27	52	0	52
	LAKE BRANTLEY	54	0	54	46	0	46	100	0	100
	LAKE HOWELL	62	0	62	13	0	13	75	0	75
	LAKE MARY	16	0	16	36	0	36	52	0	52
	LYMAN	24	22	46	18	0	18	42	22	64
	OVIEDO	14	5	19	14	10	24	28	15	43
	SEMINOLE	25	30	55	17	0	17	42	30	72
	WINTER SPRINGS	20	13	33	20	0	20	40	13	53
SPORTS TOTAL		240	70	310	191	10	201	431	80	511

SCHOOL YEAR 2010-2011															
BOYS			GIRLS			TOTAL									
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	ALL						
0	0	0	0	0	0	0	0	0	0						
30	0	30	17	0	17	47	0	47	47						
55	0	55	45	0	45	100	0	100	100						
26	25	51	5	0	5	31	25	56	56						
18	0	18	22	0	22	40	0	40	40						
30	20	50	23	0	23	53	20	73	73						
19	0	19	19	0	19	38	0	38	38						
23	45	68	17	0	17	40	45	85	85						
34	0	34	27	0	27	61	0	61	61						
235			90			325				175	0	175	410	90	500

ALL SPORTS		SCHOOL YEAR 2009-2010								
		BOYS			GIRLS			TOTAL		
		Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL
HIGH SCHOOL	CROOMS AOIT	80	10	90	65	9	74	145	19	164
	HAGERTY	323	194	517	228	89	317	551	283	834
	LAKE BRANTLEY	467	204	671	296	92	388	763	296	1059
	LAKE HOWELL	324	174	498	175	97	272	499	271	770
	LAKE MARY	267	211	478	237	112	349	504	323	827
	LYMAN	268	248	516	185	118	303	453	366	819
	OVIEDO	248	151	399	219	135	354	467	286	753
	SEMINOLE	266	304	570	199	104	303	465	408	873
	WINTER SPRINGS	205	207	412	154	72	226	359	279	638
SPORTS TOTAL		2448	1703	4151	1758	828	2586	4206	2531	6737

SCHOOL YEAR 2010-2011															
BOYS			GIRLS			TOTAL									
Varsity	JV/Fresh	Total	Varsity	JV/Fresh	Total	Varsity	JV/Fresh	ALL	ALL						
79	28	107	54	11	65	133	39	172	172						
325	193	494	261	98	359	586	291	877	877						
399	237	636	340	108	448	739	345	1084	1084						
287	230	517	176	101	277	463	331	794	794						
295	205	500	219	95	314	514	300	814	814						
243	211	454	183	101	284	426	312	738	738						
323	200	523	230	88	318	553	288	841	841						
286	256	542	220	100	320	506	356	862	862						
313	205	518	222	89	311	535	294	829	829						
2550			1765			4291				1905	791	2696	4455	2556	7011

TOTAL STUDENT ENROLLMENT		SCHOOL YEAR 2009-2010			SCHOOL YEAR 2010-2011		
		BOYS	GIRLS	TOTAL	BOYS	GIRLS	TOTAL
HIGH SCHOOL	CROOMS AOIT	387	227	614	325	261	586
	HAGERTY	1156	1122	2278	1191	1125	2316
	LAKE BRANTLEY	1436	1432	2868	1378	1383	2761
	LAKE HOWELL	1109	1102	2211	1053	1046	2099
	LAKE MARY	1225	1284	2509	1268	1306	2574
	LYMAN	1292	1011	2303	1214	1019	2233
	OVIEDO	1039	1031	2070	1027	982	2009
	SEMINOLE	1470	1711	3181	1491	1710	3201
WINTER SPRINGS	1076	1041	2117	984	982	1966	
ENROLLMENT TOTAL		10190	9961	20151	9931	9814	19745

EXHIBIT II - 2010/2011 SPORTING EVENT ATTENDANCE DATA, RFP#11120044P

SPORT	CROOMS ACADEMY				HAGERTY HIGH				LAKE BRANTLEY HIGH			
	BOYS		GIRLS		BOYS		GIRLS		BOYS		GIRLS	
	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman
Baseball					1,025				1,483	577		
Basketball	486		250		4,800		950		1,815		989	
Bowling												
Cross Country									268			
Football					13,500	2,500			8,186	2,730		
Golf												
Lacrosse					1,900		950		1,802		1,181	
Soccer	198		344		1,100		1,000		1,029		724	
Softball							950					
Swim/Diving									1,142			
Tennis												
Track & Field									3,203			
Volleyball	289		507		500		950		665		1,452	
Water Polo					300		300		1,052			
Weightlifting												
Wrestling					500				534			
Total School :	973	-	1,101	-	23,625	2,500	5,100	-	21,179	3,307	4,346	-
SPORT	LAKE HOWELL HIGH				LAKE MARY HIGH				LYMAN HIGH			
	BOYS		GIRLS		BOYS		GIRLS		BOYS		GIRLS	
	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman
Baseball	1,869	165			1,266				960			
Basketball	2,001		867		2,480		1,920		1,875		500	
Bowling												
Cross Country												
Football	5,458	2,081			7,527	1,703			8,331			
Golf												
Lacrosse	761		440		856		983		1,050		629	
Soccer	1,885		953		1,091		2,405		1,100		700	
Softball			905				1,078	118			849	
Swim/Diving									116			
Tennis												
Track & Field												
Volleyball	598		1,148		341		1,155		500		486	
Water Polo	200								233			
Weightlifting	10		5				135		313			
Wrestling	132				550				281			
Total School :	12,914	2,246	4,318	-	14,111	1,703	7,676	118	14,759	-	3,164	-

SPORT	OVIEDO HIGH				SEMINOLE HIGH				WINTER SPRINGS HIGH			
	BOYS		GIRLS		BOYS		GIRLS		BOYS		GIRLS	
	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman	Varsity	JV/Freshman
Baseball	1421				1253				565			
Basketball	2987		675		1550		798		1417	123	214	40
Bowling												
Cross Country									305		305	
Football	8384	3060			6590	2953			4566	1554		
Golf												
Lacrosse	1215		1015		799		420		551		1245	
Soccer	854		1296		833		648		100	245	436	184
Softball			1081				815				1322	
Swim/Diving	191				102		103					
Tennis												
Track & Field					96		95					
Volleyball	627		1693		353		647		788		1244	
Water Polo	448				183		183		131		131	
Weightlifting												
Wrestling	94				221				157			
Total School :	16,221	3,060	5,760	-	11,980	2,953	3,709	-	8,580	1,922	4,897	224

SPORT	ALL SCHOOLS				
	BOYS		GIRLS		Total for Sport
	Varsity	JV/Freshman	Varsity	JV/Freshman	
Baseball	9,842	742	-	-	10,584
Basketball	19,411	123	7,163	40	26,737
Bowling	-	-	-	-	-
Cross Country	573	-	305	-	878
Football	62,542	16,581	-	-	79,123
Golf	-	-	-	-	-
Lacrosse	8,934	-	6,863	-	15,797
Soccer	8,190	245	8,506	184	17,125
Softball	-	-	7,000	118	7,118
Swim/Diving	1,551	-	103	-	1,654
Tennis	-	-	-	-	-
Track & Field	3,299	-	95	-	3,394
Volleyball	4,661	-	9,282	-	13,943
Water Polo	2,547	-	614	-	3,161
Weightlifting	323	-	140	-	463
Wrestling	2,469	-	-	-	2,469
Total District Attendance:	124,342	17,691	40,071	342	182,446

Notes: Source - Event Ticket Sales

Crooms: Basketball - Varsity & JV/Freshman play same night.

Lk Brantley: Not included 250-270 non-paying Booster/Student volunteers

SEMINOLE COUNTY PUBLIC SCHOOLS

STUDENT CALENDAR

2011-2012

Date of Board Adoption: September 28, 2010

Definition of Descriptions:

- **Schools Closed** = Teachers and students not in attendance; Educational Support Center open for business
- **Schools Closed for Students** – Students not in attendance; Teachers are working & Educational Support Center is open for business
- **School System Closed** – Teachers, students, and employees at Educational Support Center not in attendance

August 9-12	Teacher Workdays
August 15	First Day of Student Attendance – Start of 1 st Quarter/ 1 st Semester
September 5	School System Closed
September 29	Schools Closed
October 14	End of 1 st Quarter
October 17	Schools Closed for Students/Teacher Workday
October 18	Start of 2 nd Quarter
November 23	Schools Closed
November 24-25	School System Closed
December 19-21	Early Dismissal for Students (Last three days of 1 st semester)
December 21	End of 2 nd Quarter
December 22-23	Schools Closed for Students/Teacher Workdays
December 26- January 3	School System Closed
January 4	Schools Closed/Student make-up Day #3, If Needed
January 5	Schools Closed/Student Make-up Day #2, If Needed
January 6	Schools Closed/Student Make-up Day #1, If Needed
January 9	Classes Resume, Start of 3 rd Quarter/2 nd Semester
January 16	School System Closed
February 20	School System Closed
March 15	End of 3 rd Quarter
March 16	Schools Closed for Students/Student Make-up Day #4, If Needed/Teacher Workday
March 19-23	Schools Closed
March 23	School System Closed
March 26	Classes Resume - Start of 4 th Quarter
April 6	Schools Closed
May 25, 29-30	Early Dismissal for Students (Last three days of 2 nd semester)
May 28	School System Closed
May 30	Last Day of Student Attendance – End of 4 th Quarter
May 31, June 1	Teacher Workdays

EXHIBIT IV - CAMPUS PROFILES, RFP#11120044P

HIGH SCHOOL	OUTDOOR FACILITIES	INDOOR FACILITIES	SCOREBOARDS	CONCESSION STANDS	PROGRAM SUCCESSES (League, district or state level)
CROOMS AOIT	1 (soccer)	1 (gym)	2 (gym)	1	
HAGERTY	7 (Baseball, Softball, Football, 3-Practice Fields, Tennis Courts)	2 (Competition Gym & Aux. Gym)	5 (Baseball, Softball, Football, 2-gyms)	4 (Football, Baseball, softball, Comp. Gym)	Football, Bowling, Cross Country, Golf, Swimming, Basketball, G. Soccer, Wrestling, Baseball, Softball, Tennis, Track and Field
LAKE BRANTLEY	6 (stadium, baseball, softball, Brantley South (2), and Outback field)	1 (main gym; 2 gyms until 4:45 pm)	5 - all need to be replaced. Football, baseball, swim, softball, main gym	4 -stadium, baseball, main gym, softball	Seminole Athletic Conference "All Sports" trophy - winner last 3 years; District Champs boys and Girls Lacrosse 2010 & 2011; District Champs Football 2011; District Champs Boys Track (3 years in a row); District Champs Girls Swim 2010
LAKE HOWELL	4 (Stadium, Baseball Field, Softball Field, Tennis Courts)	3 (Gym, Multipurpose Room, Weightroom)	4	5	Baseball District Champions
LAKE MARY	6 (Fields)	2	2	2	Boys and Girls Golf, Boys and Girls Volleyball, Girls Track, Girls Weightlifting, Girls Basketball
LYMAN	Football stadium, baseball field, and softball field, pool	Gym, multipurpose gym, weightroom, and wrestling room	4	5	District- Boys Soccer, Girls Bowling
OVIEDO	5	2	5	4	Football -District Champs 2009, 2010, Cross Country - Girls District Champs 2010 - 7th in the state, Competitive Cheer- State runner- up 2010, 2011, Wrestling - Conference Champ 2011 -State Champ 2010,Baseball - District Runner-Up 2011, Boys & Girls Water Polo- District Champs 2011, Girls Soccer- District Champs 2010, 2011, State Champs 2011, Boys Volleyball - District Champs 2011, Girls Bowling- Conference& District Champs 2009, Boys Bowling- Conference & District Champs 2010
SEMINOLE	3	1	4	5	Football & Swimming
WINTER SPRINGS	5	3	5	3	2009 Conference Champions: Slow&Fast Pitch Softball/Boys Basketball/Girls Cross Country/Boys & Girls Water Polo/Boys Volleyball & Tennis; 2009 District Champions: Boys Basketball/Wrestling/Boys & Girls Lacrosse/Boys Volleyball; 2009 Regional Champions: Girls Lacrosse; 2010 Conference Champions: Fast Pitch Softball/Boys Basketball/Boys Volleyball; 2010 District Champions: Boys Basketball/Wrestling/Girls Lacrosse; 2010 Regional Champions: Girls Lacrosse/Girls Soccer/Fast Pitch Softball/Wrestling