1910 Harrodsburg Rd Suite #104 · Lexington, Kentucky 40503
Phone (859) 215-7979 - Email sales@blueframetech.com

To:
Date:
RE: BlueFrame Summary of Services & Pricing

BlueFrame Technology, LLC ("BlueFrame") will provide live streaming, content management, and software services to any MSHSAA-participating High School ("Client") for a period effective until 6/30/2022 under the terms outlined in this Pricing Sheet and the adjoining Services Agreement.

Pricing Sheet

Requirements & Features

The Client will purchase the selected streaming plan as chosen below. All available streaming plans are annual plans and include the following features:

- All plans include streaming quality of 720p, 30 fps with an Adaptive bitrate (ABR) of 2.0 Mbps.
- BlueFrame's proprietary production applications, Production Truck® (Mac/Windows) and Remote Truck® (iOS), are included with all plans.
- **Eligibility for these special plans require acknowledgement and adherence to any applicable MSHSAA Media Rights regulations.**
- Client's content will be shown on the MSHSAA.tv platform and suite of apps.
    - Content may also be made available on BlueFrame's Team1Prep.com page and associated apps.
- Additional terms and conditions apply at www.blueframetech.com/service-agreement and www.blueframetech.com/terms-of-use

Available Plans

MSHSAA Plans	Entry PPV	Entry FTV *New for 2021!*	Varsity
Regular Season Pay-per-view	PPV Required	PPV Optional	PPV Optional
Archive Storage	1 year	90 days	1 year
Embed Player on your site	Included	Unavailable	Optional
Production Truck License	Pro	Standard	Pro
Advertising	Ad-free	Ad-supported	Ad-free
Archive Downloads	Required $9.95	Required $9.95	Client Discretion
Regular Season PPV, ad, PPD Revenue Share	50% to Client	First $500: 0% Beyond $500: 50%	70% to Client
Annual Cost	**$0**	**$0**	**$1,000**

This document is confidential and may not be disclosed, in whole or in part, in any manner to a third party without prior written consent from BlueFrame Technology, LLC.

BLUEFRAME TECHNOLOGY

Optional Upgrades

HD+ Quality: 1080p, 60 fps @ 4.0 Mbps (ABR)	**+$1,000**
Embeddable Player for Varsity Plan: HTML to embed player in your school's website *(unavailable on Entry FTV plan)*	**+$500**
Automated Closed Captioning: Engage with fans hard of hearing with automatic caption transcription	**+$1,000**
"Scorebird" Scoreboard Link: Automatically present scoreboard data in your broadcast graphics for less than retail *New for 2021!*	**+$350** per Nest

Acceptance

By signing this Agreement, Client accepts the pricing as listed within this Pricing Sheet, acknowledges and agrees to the BlueFrame Services Agreement (www.blueframetech.com/service-agreement) and acknowledges and agrees to abide by the streaming behavior expectations in the BlueFrame Terms of Use (www.blueframetech.com/terms-of-use).

Signature: _____

Name: _____

Title: _____ Date: _____

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