

Exclusive Vending Agreement Comparison

9.28.11

Coke vs. Pepsi

COKE	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Agreement	Description
Marketing Sponsorship Fee (Up-front \$\$)	\$40,000	-	-	-	-	\$40,000	1 Time upfront payment to Blinn - For specific College needs (generally tied to athletics)
Yearly Foundation Payment	\$35,000	\$35,000	\$35,000	\$35,000	\$35,000	\$175,000	Yearly set value to be given to Foundation to be used by College; also includes scholarship dollars
Estimated Annual Commissions (Vending)	\$55,000	\$55,000	\$66,704	\$66,704	\$66,704	\$310,112	Estimated commission dollars generated by vending
Product Donation	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$5,000	For meetings, programs, etc.
Powerade Equipment	\$5,200	\$1,500	\$1,500	\$3,500	\$2,000	\$13,700	Equipment and product for athletic teams
Scholarships	-	-	-	-	-	\$0	
Rebates (\$2.00/case)	\$23,384	\$23,384	\$23,384	\$23,384	\$23,384	\$116,920	\$2.00/case rebate on all product orders - amount will vary based on volume per year
Rebates (\$1.00/Gallon - Fountain)	\$1,900	\$1,900	\$1,900	\$1,900	\$1,900	\$9,500	\$1.00/case rebate on all product orders - amount will vary based on volume per year
Marketing Support (Value)	\$11,250	\$11,250	\$11,250	\$11,250	\$11,250	\$56,250	Vending panels, recycling programs, product sampling, POS materials, special events, give-a-ways, etc.
TOTAL AGREEMENT VALUE	\$172,734	\$129,034	\$140,738	\$142,738	\$141,238	\$726,482	
PEPSI	Year 1	Year 2	Year 3	Year 4	Year 5	5 Year Agreement	Description
Marketing Sponsorship Fee (Up-front \$\$)	\$40,000					\$40,000	1 Time upfront payment to Blinn - For specific College needs (generally tied to athletics)
Yearly Foundation Payment	-	\$25,000	\$25,000	\$25,000	\$25,000	\$100,000	Yearly set value to be given to Foundation to be used by College
Estimated Annual Commissions (Vending)	\$55,100	\$55,100	\$55,100	\$57,962	\$57,962	\$281,224	Estimated commission dollars generated by vending
Product Donation	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$25,000	For meetings, programs, etc.
Gatorade Allowance	\$6,000	\$2,800	\$2,800	\$2,800	\$2,800	\$17,200	Equipment and product for athletic teams
Scholarships	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$50,000	Dollars given to Foundation for Scholarships
Rebates						\$0	
Marketing Support (Value)	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000	\$125,000	Vending panels, recycling programs, product sampling, POS materials, special events, give-a-ways, etc.
TOTAL AGREEMENT VALUE	\$141,100	\$122,900	\$122,900	\$125,762	\$125,762	\$638,424	