

July 12, 2023

RE: Video Display Order Incentive

Greetings from Daktronics,

Schools all over the country are seeing value in adding a Daktronics video display to their sports stadiums. While some schools see the potential for a large return on their investment through the sale of sponsorships, others value their Daktronics video boards as a learning tool for students in sports video production.

If you are considering a video display in your stadium for next season, let's work together now to get more "bang for your buck."

Purchasing, shipping, and installing your display in non "peak" season has many benefits.

1. **Installation may cost less**
2. **Lead times are shorter**
3. **A flexible schedule makes weather less of a concern**
4. **Training is more accessible**
5. **Additional time to gain comfort with the system**
6. **Less to stress out about at the start of the season**
7. **Your display can be installed before baseball or track season**

If you place your outdoor video display order now through **November 1, 2023**, and accept delivery before **February 1, 2024**, Daktronics will provide your choice of one of the following bonus incentives.

**Incentive #1- Free upgrade to 3-year Labor / 5-year parts for all scoring, video, and audio equipment.**

**Incentive #2- 3.5% financing for 5 years.**

\* Subject to credit approval from Daktronics lending partner.

**Incentive #3- Up to 8% of the current project value to be used to purchase additional "bonus" Daktronics standard equipment.**

\*Additional equipment must be added to this order before finalizing purchase.

These incentives are to express our appreciation for placing your video order outside of our peak season.

Thank you for considering Daktronics as your future scoring, video, and audio partner. We look forward to bringing your vision to life and taking your stadium to a new level!

Sincerely,



Date:

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Tom Coughlin  
National Sales Manager