



Retail Sports Marketing, Inc.  
10150 Mallard Creek Rd  
Charlotte, NC 28262  
704-717-9400  
Chadf@rsmbiz.com

Date: 6/25/25

**TO:**

City of Hendersonville  
Mark Stierwalt  
305 Williams St  
Hendersonville, NC 28792

AND

Henderson County Boys & Girls Club  
Kent Parent  
1304 Ashe St  
Hendersonville, NC 28792

**Subject: Grant Commitment Letter – Icy Hot & Dollar General Court Refresh Initiative**

Dear Mark Stierwalt and Kent Parent,

Retail Sports Marketing, Inc. ("RSM") – on behalf of Opella Healthcare Group and the Icy Hot brand – is pleased to confirm its commitment to support Henderson County and the Henderson County Boys & Girls Club through the Icy Hot court refresh initiative—a community impact program powered by Icy Hot and designed to enhance wellness and educational opportunities for local youth.

**Grant Overview:**

RSM will provide a total of \$45,000.00 in funding to support this initiative, distributed as follows:

- \$45,000 to City of Hendersonville for the renovation and upfit of a public basketball court that will serve as a shared recreational space for the surrounding community and be actively utilized by the Henderson County Boys & Girls Club. Renovation includes crack repair, court resurfacing and new basketball goals installed.

- Retail Sports Marketing (“RSM”) shall act solely as the fiscal agent for the basketball court renovation project. As such, RSM will remit payment directly to all approved vendors for goods and services rendered in connection with the court renovation.
- The City of Hendersonville serves as the primary point of contact for all vendor communications, project oversight, and operational coordination. RSM shall not be involved in the selection or management of vendors beyond the facilitation of payments.
- All vendors contracted for the project must carry adequate insurance coverage as defined by applicable standards. Each vendor shall provide a valid Certificate of Insurance (COI) naming RSM and the City of Hendersonville as additional insureds prior to the commencement of any work or services.
- The City of Hendersonville and all vendors engaged by the City shall bear sole responsibility for any and all claims, damages, or liabilities arising from or related to the performance of services or execution of the project. RSM shall assume no liability beyond its role as fiscal agent.
- Retail Sports Marketing, Icy Hot brand and Opella will work with Dollar General to secure an additional literacy grant for the Boys & Girls Club of Henderson County to support literary initiatives. RSM will act as liaison between the parties to help ensure funds are secured and used in the manner presented on behalf of the Boys & Girls Club of Henderson County.

**Use of Funds:**

Each grant must be used solely for the purpose outlined above. Funds may not be redirected or used for unrelated activities without written approval from RSM. Any unused funds must be returned or reallocated based on mutual agreement in writing.

**Reporting & Accountability:**

Each organization agrees to provide a final report to RSM no later than November 1, 2025, detailing:

- A summary of how the funds were utilized.
- Documentation of expenditures (receipts, invoices, etc.).
- Photos and/or storytelling content that highlights program outcomes and community impact.

**Acknowledgment:**

RSM is proud to serve as the fiscal administrator of this program and looks forward to working closely with both Henderson County and the Boys & Girls Club to bring this initiative to life. We are confident that this partnership will positively impact the youth and families of Henderson County for years to come.

Please acknowledge your acceptance of this grant and its terms by signing below. If you have any questions or require additional information, feel free to contact us at any time.

Sincerely,  
Retail Sports Marketing, Inc.

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Chad Freeman  
Account Executive  
Date: 6/25/25

**Acknowledged and Agreed:**  
City of Hendersonville

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Mark Stierwalt  
Superintendent of Public Works  
Date: \_\_\_\_\_

Henderson County Boys & Girls Club

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Kent Parent  
CEO  
Date: \_\_\_\_\_