



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.

- The City of Hendersonville agrees to permit RSM to place branded logos on the basketball court surface and backboards, in accordance with the renderings attached hereto. However, nothing herein constitutes an endorsement of RSM, or any other entity, or their activities, goods, or services.

- The City of Hendersonville will permit the logos to remain until such time as the the City of Hendersonville determines that the court requires resurfacing, or the backboards require replacement. The City of Hendersonville shall have no obligation to maintain or repair the logos, including, without limitation, ordinary wear and tear and vandalism. The City will permit RSM to maintain and/or repair the logos at its own expense until such time as the City of Hendersonville determines that the court requires resurfacing or the backboards require replacement.

- 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.

Chad Freeman
Account Executive
Date: 6/25/25

Acknowledged and Agreed:

City of Hendersonville

Brent Detwiler
Assistant City Manager
Date: _____

Henderson County Boys & Girls Club

Kent Parent
CEO
Date: _____