



October 20, 2020

Tom Coughlin  
National Sales Manager  
Daktronics, Inc  
201 Daktronics Drive  
Brookings, SD 57006  
[tom.coughlin@daktronics.com](mailto:tom.coughlin@daktronics.com)

Re: Renewal Award of Contract #R170101

Dear Mr. Coughlin:

Per official action taken by the Board of Directors of Education Service Center, Region 4 on October 20, 2020, Region 4 ESC is pleased to announce that Daktronics, Inc has been awarded an annual contract renewal for the following, based on the sealed proposal submitted to Region 4 on February 23, 2017, and subsequent performance thereafter:

**Contract**

Scoreboards and Electronic Signs, Installation and Related Products and Services

The contract will expire on April 30, 2022, completing the fifth year of a five-year term contract. The contract is available through OMNIA Partners, Public Sector. Your designated OMNIA Partners, Public Sector contact is Jessica Goforth, at (210) 729-0281 or [jessica.goforth@omniapartners.com](mailto:jessica.goforth@omniapartners.com).

The partnership between Daktronics, Inc, Region 4 and OMNIA Partners, Public Sector can be of great help to participating agencies. Please provide copies of this letter to your sales representative(s) to assist in their daily course of business.

Sincerely,

DocuSigned by:  
  
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Robert Zingelmann  
Chief Financial Officer, Finance and Operations Services