



# DAKTRONICS FINANCE SOLUTIONS

# YOUR OWN ADVERTISING MEDIUM

PNC Equipment Finance offers financing for LED signs. It is the fourth largest, bank-owned financing company in the country.

Daktronics is the world's leading supplier of LED signs, according to iSuppli, a market research firm.

PNC and Daktronics partnered to offer you an opportunity unprecedented in the industry: to use and own a premium LED digital display by making affordable monthly payments.

By leasing a display, you will simultaneously preserve your current cash line while increasing sales.

PNC works hand-in-hand with Daktronics to provide LED sign leasing. And only Daktronics brings to market what industry professionals refer to as "the Cadillac of digital displays." The leasing options we've put together for you offer:

- Highly competitive rates
- Quick and easy process
- Variety of payment options

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**"80% of Fortune 500 companies lease some or all of their equipment."**

-Equipment Leasing Association

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## FINANCING BENEFITS

### INCREASE PROFITS IMMEDIATELY

With no cash invested in your digital display, you have both the money and the equipment working for you. All you have to do is cover the monthly payment and enjoy increased sales from the display.

### PRESERVE BANK CREDIT LINES

Financing won't affect your current borrowing limits with your bank. You still have 100% credit available for other needs.

### AD BUDGET = MONTHLY LEASE PAYMENT

Now that you have a digital display generating customers at the point of sale, think about spending less on other ad media you're using and apply those funds towards your lease payment.

Do you have a monthly advertising cost that isn't proving a return?

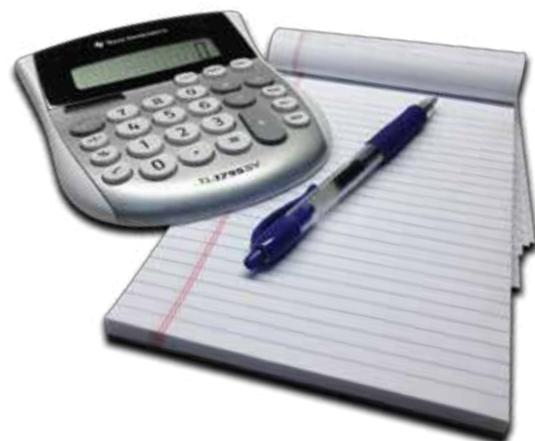
- Newspaper
- TV
- Yellow Pages
- Radio

### INCLUDES SOFT COSTS

The digital display, sign structure, installation, and sub-contracting work are all included in the one lump sum.

### IMPROVED CASH FLOW

After your final payment, you will continue to enjoy the benefits from your display for years. Also, since typically a lease term is shorter than a bank loan, your monthly payments are lower than from a borrowing course.



# YOUR OWN ADVERTISING MEDIUM

## EXAMPLE OF CASH PURCHASE VS. LEASE

Equipment needed \$40,000

Purchase with Cash		60 Month Lease Purchase (\$1 Buyout)					
			Year 1	Year 2	Year 3	Year 4	Year 5
Annual budget allowance	\$30,000	Annual budget allowance	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Purchase equipment now	\$40,000	Payments for equipment (\$780/month x 12)	\$9,360	\$9,360	\$9,360	\$9,360	\$9,360
Budget deficit	[\$10,000]	Budget surplus	\$20,640	\$20,640	\$20,640	\$20,640	\$20,640

Customer still has 68.8% of five-year budget available

Assumptions: This is an example of a cash purchase vs. a 60-month \$1 Buyout lease term (applicable sales and use taxes additional). This is for informational purposes only. Please consult your PNC equipment Finance representative for more information on your lease needs.

Equipment needed \$200,000

Purchase with Cash		36 Month Lease Purchase (\$1 Buyout)					
			Year 1	Year 2	Year 3	Year 4	Year 5
Annual budget allowance	\$100,000	Annual budget allowance	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
Purchase equipment now	\$200,000	Payments for equipment (\$6,015/month x 12)	\$72,180	\$72,180	\$72,180	\$0	\$0
Budget deficit	[\$100,000]	Budget surplus	\$27,820	\$27,820	\$27,820	\$100,000	\$100,000

Customer still has 27.8% of three-year budget available

Assumptions: This is an example of a cash purchase vs. a 36-month \$1 Buyout lease term (applicable sales and use taxes additional). This is for informational purposes only. Please consult your PNC equipment Finance representative for more information on your lease needs.

## CHOOSE AN OPTION THAT FITS YOU.

### ONE DOLLAR BUYOUT

- Most commonly-used option
- Own the sign for \$1 after term payments completed

### MUNICIPAL LEASE PURCHASE

- Similar to One Dollar Buyout
- Solution for city, state, and county entities
- Language accommodates annual budget appropriations

### FIRST AMENDMENT LEASE

- Lower monthly payment
- Possible tax benefits
- Early buyout option
- Several end-of-term options



# FREQUENTLY ASKED QUESTIONS

## Why is leasing an LED sign better than a cash purchase?

- Use a digital display even though the price isn't covered in your budget.
- Pay a minimum monthly amount.
- Realize an immediate return on investment.
- Match the expense of the display to its use as an advertising medium.
- Preserve your credit line availability.
- Continue to use the display years after paying off the lease.

## How long does approval take?

48 hours for most transactions.

## How do I get my sign?

Your sign is delivered and installed in the same way as if it was purchased.

## Do I have to pay taxes?

Yes. You are responsible for all sales and use taxes and property taxes, just as if you had purchased the digital display. But taxes can be added to your payment schedule.

## Is my payment tax deductible?

Maybe. Some lease structures are tax deductible. Please consult you tax advisor.

## Am I required to provide insurance?

Yes. You must provide evidence of insurance coverage and name PNC Equipment Finance on the policy as an additional insured and loss payee in case of loss.

## Can I pay off my lease early?

Yes. However, there is no real value in prepayment. Your payoff is calculated by the sum of your remaining payments plus any accrued late charges and any purchase option.

## How do I apply for a lease?

### THE PROCESS:

1. You receive your payment quote.
2. You fill out an application.
3. PNC Equipment Finance approves your credit and prepares the lease document.
4. You endorse the documents and return them to PNC.
5. PNC issues a purchase order.
6. Daktronics ships your equipment.
7. PNC confirms the acceptance and funds the project.

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