

# Kentucky High School Athletic Association



**REVIEW OF INTERNAL  
KHSAA SPONSORS  
BOARD OF CONTROL MEETING  
JULY 2011**



# Kentucky National Guard



- **\$35,000 – Expires 2011**
- **Proposed \$40,000 2012 increase in Radio Network and Internet Webcasting**
- **Leadership Award All Events**
- **Student Leadership Break-out**
- **Presentation of Colors at State Championships**
- **Signage (LED, Banners, Sideline, Mats)**
- **HOF Golf/Banquet**
- **Program Ads**

# Ted Cook Tire



- **\$26,000 Annually (Sponsor since 1989); Signed through 2014**
- **\$15,000 Pays toward 3 cars for Exec Staff**
- **24 sets of tickets with Car deal (12 S16 Club/ Additional 40 purchased tickets 3 hotel rooms (BBK Only))**
- **Signage (Banner/Sideline)**
- **Scholarships (1-BBK/1GBK - \$1,000)**
- **State BA Radio Network Recognition**
- **Program Ads**

# Forcht Group of Kentucky



- **\$25,000 Annually through 2012**
- **\$3,000 toward Student Leadership Conference**
- **Sportsmanship Award at All State Championships**
- **Sponsors Student Leadership Awards Banquet – 32 \$200 scholarships for regional winners and two \$3,000 scholarships to state winners and banquet costs**
- **8 Sweet 16 Club Tickets**
- **Program Ads**

# Kentucky National Insurance



- **\$20,000 Annually through 2013 for Title of State Baseball Tournament**
- **Event Promotions including on field, video, program, marquee, trophies, internet link**
- **Tickets for State Baseball (50 GA Per-Session; 12 Club Per-Session)**
- **Four \$500 Scholarships**
- **Hall of Fame Banquet Table**
- **Program Ads**
- **Co-Sponsor of Sportsmanship Banquet/Program**

# Musco Sports Lighting



- **\$5,000 Annually plus royalties (\$40K 2011) signed through 2013**
- **\$5K of royalties toward Student Conference**
- **Signage (Banner at State Events)**
- **Lighting Sponsor**
- **Program Ads**
- **Annual Meeting Booth Exhibit**
- **2 Tickets (BBK)**

# AT&T Mobility



- **\$16,387.20 Yearly contract Trade for Cell Phone Service for Executive Staff**
- **Signage (Courtside, Banners, Sideline)**
- **Program Ads**
- **Booth Opportunity**
- **PA Reads**

# Leachman Buick-GMC-Cadillac



- **\$15,000 Annually as Title Sponsor for State Golf; Signed through 2020**
- **Signage (Banners at Events)**
- **Promotional Video (GBK/BBK/FB/TR)**
- **Vehicle Display at Golf Championships**
- **Two \$500 Scholarships at Golf Championships**
- **Program Ads**
- **4 BBK Tickets in S16 Club**



# H&W Sports Shop



- **\$10,500 Annually; Signed through 2012**
- **Opportunity to Purchase tickets**
- **Two Booth Exhibitor Spaces at BBK & GBK**
- **Program Ads**

# Roberts Insurance



- **\$5,000 Annually**
- **Two \$1,000 scholarships (1 BBK/1GBK)**
- **Program Ads**

# Ky. High School Coaches Association



- **\$3,000 Annually signed through 2012**
- **HOF Golf/Banquet (Foursome/Table of 10)**
- **Program Ads**

# Hyatt Place - Hamburg



- **Trade Annually**
- **10 Rooms Trade/Discounted Corporate Rate**
- **Meeting Room Space**
- **State Tennis HQ Hotel**

# Dutch's Chevy-Ford of Mt. Sterling



- **Trade Agreement Annually**
- **Provide two vehicles for Executive Staff in Trade for 16 Boys' Sweet 16 Tickets**
- **Program Ads**

# Hilton Garden Inn – Bowling Green



- **\$5,100 Trade Annually HQ Hotel for State Golf Tournament**
- **Provides total of 51 comp room nights for the week of the tournament for KHSAA Staff/KGA Staff**
- **Designation of HQ Hotel**
- **Program Ad**
- **Signage (Banner)**

# Owen Dental Clinic



- **\$5,000 Annually**
- **Program Ad (BBK/GBK)**
- **6 Sweet 16 Club Tickets**
- **Group Tickets Sponsor**
- **HOF Golf Sponsor**

# Rawlings



- **\$557,000 Ball Contract 2011-2016; Additional \$82,000 2011-2016 Media Buy sponsor FB Radio Network; Coaches Clinics Various Sports; Softball**
- **Additional \$1,000 per year for in-kind product**
- **In-kind balls for State Level  
GBK/BBK/FB/Baseball/Softball/Volleyball/Soccer**
- **In-kind commemorative autograph balls BK/FB**
- **Designation as official ball – use in postseason rounds of Events**
- **Program Ads**
- **Signage (Banner, Sideline)**



# Windstream



- **Approximately \$5,000 Trade Annually for DSL/Phone Service at Lexington Service Area State Championships (SO/XC/BBK/TN/BA)**
- **Promotional Video (GBK/BBK/BA)**
- **Signage (Banner)**
- **Program Ads**

# Houchens



- **\$50,000 Annually as Girls' Basketball Title Sponsor, Expires 2011**
- **Promotional Video (BBK/GBK)**
- **Promotional Display at GBK**
- **In-Game Promotion at GBK**
- **Tickets (64 Tickets full tournament)**
- **Signage (Courtside, Banners, Floor)**
- **Program Ads**

# TEAM IP



- **\$100,000 guaranteed plus additional royalty for 2010-11 KHSAA Events as Novelty Vendor; Signed through 2012 with 3 year extension option; 2012 guarantee is \$102,000 plus additional royalty**
- **In-Kind product**
- **Program Ads**
- **Signage (Sideline/Banner)**