



iHigh Presentation to the Board of Directors

May 7, 2013



▶▶▶▶ 2013 Tale of the Tape



Goal \$300,000

(Including the Boy's Sweet 16 Title)

- ❖ Marketing sales to date - \$180,120
 - ✓ Potential add'l sales - \$ 10,000 (T&F, Tennis, Baseball)
- ❖ KHSAA.TV sales to date - \$ 67,000
 - ✓ Potential add'l sales - \$ 7,500 (Baseball)

Total projected: \$247,120 - \$264,620



▶▶▶▶ KHSAA Corporate Partner Program

- ▶ NCAA Corporate Partner model
- ▶ Exposure across all 22 Championships
- ▶ Three (3) levels of investment
 - Platinum: \$50,000
 - Gold: \$40,000
 - Silver: \$25,000
- ▶ Multi-year agreements with additional title opportunities available



Corporate Partner Program

- ▶ Designation as “Official Partner of the KHSAA”
- ▶ Use of the KHSAA marks in their advertising
- ▶ Recognition of CP’s at All Championships
- ▶ On site signage and media exposure
 - Courtside and Field level signage
 - Internet, TV and Radio broadcast inventory
 - Exposure in digital programs
 - Website acknowledgement – KHSAA.org
- ▶ On site promotional opportunities
- ▶ Tickets and hospitality
- ▶ Categories of advertising



▶▶▶▶ Increasing the depth of exposure



Title Sponsorship Opportunities

- ▶ **Fall:** Boy's Soccer; Girl's Soccer, Cross Country, Volleyball
- ▶ **Winter:** Wrestling; Boys' Basketball, Cheerleading, Archery
- ▶ **Spring:** Track/Field; Tennis, Bass Fishing





Title Sponsor Presentations

- ▶ Ford
- ▶ Community Trust
- ▶ Subway
- ▶ PNC
- ▶ Republic Bank
- ▶ Central Bank
- ▶ 5/3 Bank
- ▶ Hibbett Sports
- ▶ Kentucky One Health
- ▶ Ashland Oil
- ▶ Friends of Coal
- ▶ State Farm Insurance
- ▶ Toyota
- ▶ Hilliard Lyons



▶ ▶ ▶ ▶ Current Commitments for FY'14

2013-2014 Corporate Partners

- ▶ Eastern Kentucky University
- ▶ Morehead State University
- ▶ Subway - *pending*
- ▶ Kentucky Dept of Transportation - *pending*
- ▶ Ale-8-One - *pending*



Total CP Closed & Pending : \$125,000

Total Other Closed & Pending: \$ 40,000

Total: \$165,000



Thank You !

