

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

o Platinum: \$50,000

o Gold: \$40,000

o 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













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









### **KHSAA Boys' Sweet 16®**



# Title Sponsor Presentations



Hibbett Sports

**Community Trust** 

Kentucky One Health

Subway

Ashland Oil

PNC

Friends of Coal

Republic Bank

► State Farm Insurance

Central Bank

▶ Toyota

5/3 Bank

Hilliard Lyons

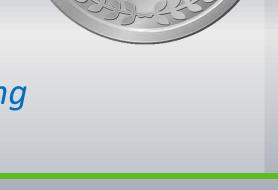


#### Current Commitments for FY'14

# 2013-2014 Corporate Partners

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





Silver

Level

**Total CP Closed & Pending : \$125,000** 

**Total Other Closed & Pending: \$ 40,000** 

**Total: \$165,000** 



# Thank You!



