



2015-2016 Marketing Report

New business: \$107,450

- 15 new partners
- 2 new Title Sponsors – Tennis & Track Championships
- \$11,000 raised for Bass Fishing Championship
- 2 new Radio partners
- “Official Beverage” Sponsor – Chocolate Milk

Sponsorship Update:

- All partners renewed for 2015-2016 except US Marines
- 7 increased their sponsorship package investment - \$17,200 increase in revenue

Corporate Partner Update:

- All corporate partners renewed
- 2 new Silver Level Corporate Partners
- 4 Corporate Partners increased their sponsorship investment

Total Sponsorship Revenue (as of 4/25/16) - \$888,878.00

Increase from outside agency FY14/15 revenue - \$75,750.00

Commission no longer paid to outside agency- \$99,588.78

FY 16-17 sold - \$85,000

Notes:

- **Girls’ Sports Initiative** – First sponsor on board for \$50K that begins in 2015-2016 and runs thru 2018.