

**KHSAA Corporate Sales Report November
Contracted**

Client	2017-2018	2016-2017	2015-2016	Notes
UK Healthcare/Sports Medicine				CP renewal
St Elizabeth Healthcare				GBK sponsorship renewal
Pannell Swim Shop				3 yr - Title Sponsor Swimming & Diving, (\$2500 increase)
KHSCA				renewal (\$2000 increase)
Subway				CP renewal
Whitaker Bank				BBK Title renewal and BA Title renewal
Praire Farms				CP renewal (expires in Feb)
SUDIA/Chocolate Milk				"Official Beverage" exp Dec.
Ted Cook				CP renewal
Leachman				Golf Title
Russell Athletic				Renewal of FB title
Baden				Ball sponsorship VB
Select				Ball sponsorship SO
Musco Lighting				HYPE sponsor plus % of sales
Huddle				Tickets
Midway				2nd yr of 2 yr CP deal
KU				2nd year of Radio Title (4yr deal)
BSN Sports				Renewal
EKU				New CP (\$8200 increase)
NKYCVB				CP renewal
Western Ky University				Renewal (\$1000 increase)
Murray State University				Renewal
Rafferty's/Double Dogs				Renewal
Northern Kentucky University				Renewal (\$3000 increase)
Spalding`				Ball Contract
Total	\$696,000	\$891,400	\$803,269	
In-Kind/Trade	2017-2018	2016-2017	2015-2016	
Client				Notes
BSN				equipment and apparel trade
Subway				food trade
Tanner				courtesy car
Staxx				food trade increase \$500
Prairie Farms				food trade hospitality
UK Sports Medicine				athletic trainers fees
Dutch's Chevy				courtesy car
Dutch's Ford				courtesy car
Baden				balls/product
Select				balls/product
Rafferty's/Double Dogs				food trade
Ale 8 One				water/product
Instant Signs				signage
Ellis Badenhausen Ortho				medical support staff for FH, VB, SW, BW

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Total	\$140,734	\$148,384	\$90,984	
Exhibitors/Vendors Fees	2017-2018	2016-2017	2015-2016	
Event				Notes
Annual Meeting Exhibitors		\$1,800	\$1,200	
Football Exhibitors				
Cheer Exhibitors				
Dance Exhibitors				
WR Exhibitors				new
BBK Exhibitors/Misc				
GBK Exhibitors				
Total	\$5,000	\$11,150	\$7,925	
Totals All Projects	\$841,734	\$1,050,934	\$902,178	Includes In Kind Trade Value Figures
Cash Total	\$701,000	\$902,550	\$811,194	
New business contracts 2017-2018		\$50,650		\$15,800 in existing partner increases in FY17-18
Pipeline/Proposals/Renewals	2017-2018			
Client	Amount			Notes
Roberts Insurance				HOF Title
KY Dept of Parks				New CP
KY Dept of Agriculture				New CP
Papa John's				New
Owensboro Health				New Softball Title
Herald Leader				renewal
Morehead State				renewal
KY Dept of Health/Tobacco Prevention				New Partner approved waiting contract
H&W Sports Shop				renewal
UPS				sponsorship
Southeast United Dairy (SUDIA)				CP renewal (Dec)
Total	\$179,250			