

Corporate Sales Report submitted by Elle Marketing & Events Cash Income					
Sponsor Name	2018-2019	2017-2018	2016-2017	2015-2016	Notes
Baden					Volleyball ball contract
Spalding					Basketball, Baseball ball contract
Select Sport					Soccer ball contract
BSN Sports					renewal
Ted Cook Tire					renewal
Kentucky Utilities					renewal
KHSCA					renewal
Midway University					renewal
Musco Lighting					renewal
Prairie Farms					renewal
Subway					renewal
U.S. Army ROTC					New Title Sponsor for Soccer
U.S. Coast Guard					New Sponsor
UK Healthcare					renewal
UPS					New Corporate Partner
Whitaker Bank					renewal
Roberts Insurance					renewal
Pannell Swim Shop					renewal of Swimming Title
Leachman					Golf Title renewal
Huddle					ticket renewal
Rafferty's					renewal
KY. Dept. of Agriculture					renewal
EKU					CP renewal
WKU					renewal with increase
Morehead State University					renewal
University of KY PR					New FB sponsor
Creech Foundation					BW sponsor
Kosair					Radio sponsor
Super Bowl					New Bowling sponsor
H&W Sports					renewal
U.S. Army ROTC					new CP, WR Title
Herald-Leader					renewal
Whitaker Bank					Baseball Title renewal
Visit Lex					renewal- Invoiced to arena
FLW Foundation					BF renewal
KY Lake CVB					BF renewal
Calvert City					BF Host City renewal
Ebonite					renewal BW sponsor
Team KY Lake					renewal for BF
Mingua Beef Jerky					New CP thru 2019-2020
Total	\$667,000	\$844,450	\$891,400	\$803,269	

In-Kind/Trade	2018-2019	2017-2018	2016-2017	2015-2016	
Client					Notes
UK Healthcare					athletic trainers at events
BSN					apparel and equipment trade
Subway					food trade
Instant Signs					signage
Prairie Farms					food trade
Dutch's					auto trade
Dutch's					auto trade
Tanner Dodge					auto trade
Rafferty's					food trade
Staxx BBQ					food trade
Ale 8 One					bottled water trade
H&W Sports					equipment
Ellis & Badenhausen					athletic trainers at events
Herald-Leader					advertising trade
Rudis					WR event staff shirts
Total	\$147,822	\$155,746	\$148,384	\$90,984	
Exhibitors/Vendors Fees	2018-2019	2017-2018	2016-2017	2015-2016	Notes
Event					
Annual Meeting Exhibitors					Martin Flooring, Vescio, Bumblebee, BSN, Toadvine, H&W Sports
Football Exhibitors					Bumblebee Sports
Cheer Exhibitors					Team Spirit Shop, Simply Cheer
Dance Exhibitors					Team Spirit Shop
WR Exhibitors					Rudis
BBK/GBK Exhibitors					Bumblebee, Shively Sporting Goods, Cincinnati Flooring
Total	\$11,200	\$13,600	\$11,150	\$7,925	
Totals All Projects	\$826,082	\$1,013,796	\$1,050,934	\$902,178	Includes in kind trade
Cash Total	\$678,200	\$858,050	\$902,550	\$811,194	Without in-kind trade
New business contracts 2018-2019	\$45,750	\$48,082			
Pipeline/Proposals/Renewals	2018-2019				
Client	Proposals Out				Notes
Top Seed Tennis					Tennis Title
Kentucky Utilities					Radio title renewal thru 2022
Bass Pro					Bass Fishing Title FY 19-20
UPS					GBK Title 2020
Whitaker Bank					GBK, BBK, BA Title
U.S. Army ROTC					GBK Title
UKHC					GBK, FB, FP Title
Total	\$306,000				