



KHSAA

BOARD LISTENING SESSION

FEBRUARY 15, 2021

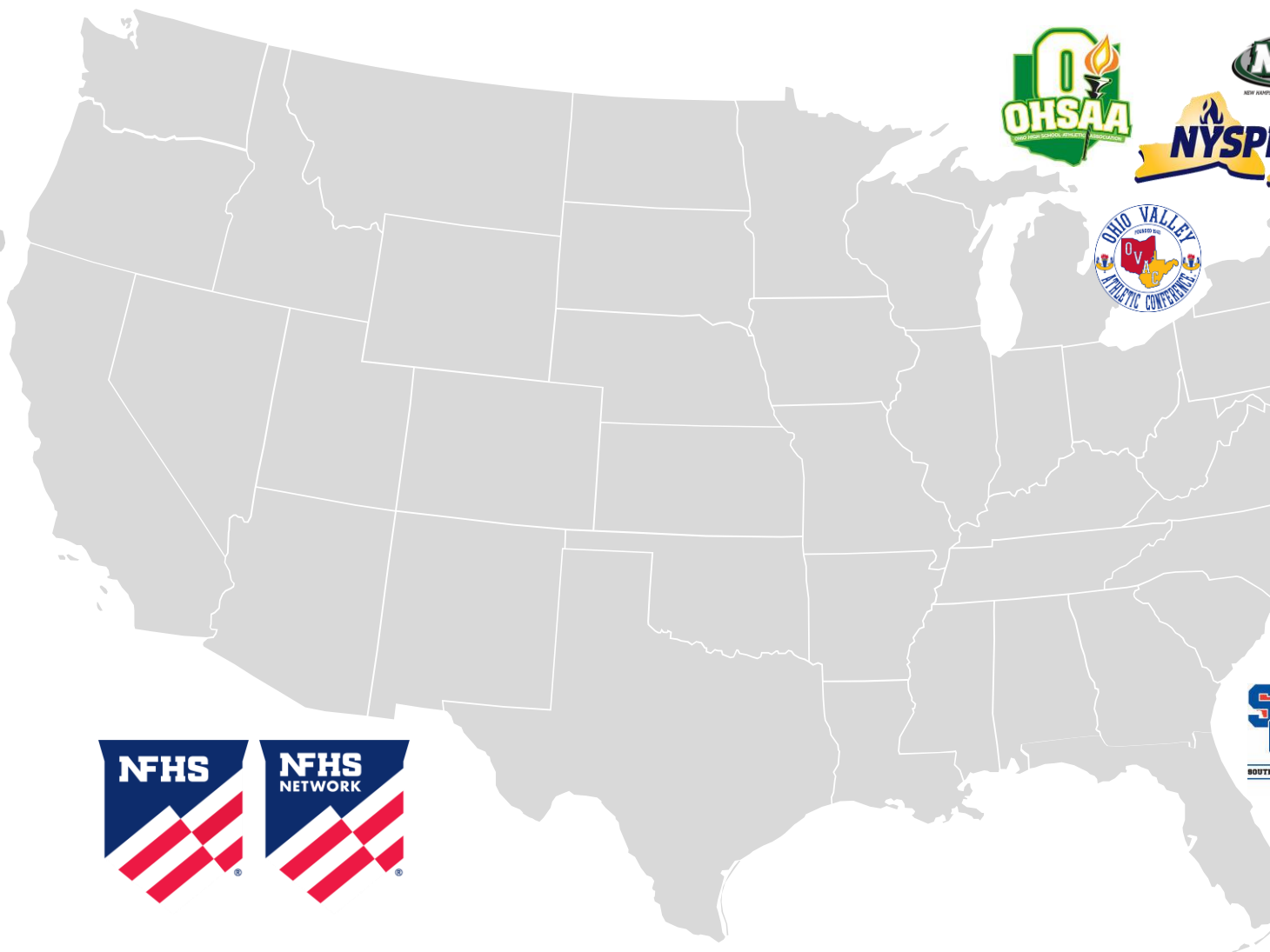
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MISSION

We believe in the high school student-athlete experience and how it positively shapes our next generation. It is our mission to support this cause by connecting its community to organizations and brands that share in this belief.

BACKGROUND





TPG CAN PROVIDE SOLUTIONS TO THE KHSAA

1

Guaranteed Rights Fee

Financial guarantee each year of our agreement

Set budgets with complete confidence

TPG takes on risk

2

Revenue Share Opportunity

Model provides additional upside

Encourages both parties to work together to generate more revenue

3

Total Transparency

Review and agree upon all budgets

Quarterly reports to show progress

You are the decision maker

4

Additional Staff

TPG will hire 1 person based in Lexington

Compensated and managed by TPG

Part of the KHSAA family

5

Sponsorship Sales Expertise

Sponsorship sales is our single focus

Provide resources not available to your staff

Drive revenue to new levels



THANK YOU

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