

TPG Representative Sara Hacker

**Topic**

Financial

**Financial Item**

**Finance Item**

Corporate Partnerships

**Takeaways to help Board and Staff**

We're finishing the year at 114% and we're ready for 24-25!

**General Commentary**

After hitting goal in January of 24, we've continued to push through the finishing line. We are currently sitting at 114% as of May 1st. In April, Sara Hacker was appointed a new role with TPG as an Associate Regional Vice President. With this role Sara will continue to be the gm of sponsorships for the KHSAA, in addition to overseeing the OHSAA team. During this transition, Sara's KHSAA team has expanded by adding an additional account/ fulfillment manager that will join her team later this month. The new staff member has worked the Sweet 16® event in the past and understands the commitment it takes to be on team KHSAA.

Currently we are working on renewals for 24-25, working on proof of performances presentations and brainstorming revenue generating opportunities for the future. With all this excitement, we are planning to challenge ourselves with expanding our sales inventory. We are creating new sponsorship levels for companies of all sizes so they can support the mission of the KHSAA. We hope to roll this out in July '24. Our sales goal for 24-25 has increased by 35%. With multi-year deals, we are in a good place at 54%. Zack and Sara are working hard on adding new sponsors and pitching the true value of what KHSAA events add to an ROI.