

TPG Representative Sara Hacker

**Topic**

Financial

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Corporate Partnerships - Great 23-24 year and The Plan for 24-25

**Takeaways to help Board and Staff**

Year 3 was GREAT, Year 4 will be even Better!

**General Commentary**

The TPG team was happy with the success from the 23-24 year. We implemented new partners, kept attrition down, created new activations and engagement, and hit 114% to goal. We are proud to say we have hit goal three years in a row. The 23-24 year was the first year there were two of us representing the KHSAA and we did it well. Zack is growing tremendously, and I am excited to see what year two looks for him.

From year two to year three (23-24) that TPG has been working with the KHSAA, we had a 35% increase in revenue. Since year one to the completion of year three we have increased revenue by 176%. Some of that success is from strategically building multiyear deals. Creating the vision and value to the partner long term.

As we take off in year four, we're already making good progress. We are fortunate to add another teammate, Sal Capritta to the Kentucky property. Sal comes from the TPG, Winston Salem office and has already experienced one Sweet 16 with us. We have a tight strategy we're following as a team when it comes to outreach of new prospect clients. We are currently sitting at 57% to goal for the 24-25 year. We have a lot of new money pitched with new clients and we're expecting to hit goal sooner than ever before. We will focus to create ways to connect brands with communities all across the Bluegrass.