

TPG Representative Sara Hacker

Topic

Financial

Financial Item

**Takeaways to help
Board and Staff**

We're Hitting Goal by New Years Eve!

General Commentary

We are off to a strong start - our 24-25 revenue goal was an increase of 20% from last year. I'm happy to report we are currently at 84% to goal and are on pace to hit by December 31. Since Year 0 at the KHSAA, we will finish this year with over 300% revenue growth. The KHSAA is the 2nd largest TPG state in revenue despite being one of the smallest in number of schools. We have added 5 new partners so far this year and tremendously grown existing partnerships including adding 3 new title sponsorships (Winter and Spring Esports, Cross Country). Our ongoing conversations are with partners who will make an impact with our communities. We continue to innovate and develop new inventory options for our partners to maximize our efficiency and effectiveness. Many new partners have joined us this year and we are excited to develop relationships state-wide with them moving forward.