	TPG Representative Sara Hacker
Topic	Financial
Financial Item	
Finance Item	TPG Update - Corporate Partnerships
General Commentary	As we kicked off the year, our team has been working aggressively to drive results and strengthen relationships. We've dedicated significant time to: 1. Revisiting and renewing current partnerships 2. Locking in renewals 3. Networking and prospecting for new business opportunities Progress Toward Goal -Currently, we are at 60% to goal. Please keep in mind that our goal increases 26% YOY, which is no small task. When factoring in verbal commitments (partners who have given a "yes" but are not yet under contract), we are effectively at 73% to goal. Our big overall goal is to hit the 25-26 goal before New Years. Current Areas of Focus 1. Targeting specific categories for new partnerships 2. Identifying entitlement partners for championship events 3. Continuing to elevate and expand our inventory offerings Key Partnership Update We are in year five of our UK HealthCare partnership. As this milestone approaches, we are preparing for the upcoming negotiation process and are optimistic about securing another strong five-year agreement.