



Date: February 1, 2011

To: Julian Tackett, Commissioner
Butch Cope, Assistant Commissioner

From: David Fatzinger- iHigh, Inc.

Re: iHigh-Contacts update

cc: Rick Ford, Leah Little-iHigh

Overview:

The KHSAA-iHigh Marketing Partnership is focusing on the development of new corporate sponsors and the renewals of current corporate partners.

Sales Presentations for On-Site Exposure at Tournaments:

Raisin Cane: Met with them to discuss sponsorship opportunities with the KHSAA around the Sweet 16 and the Championship Trophy Display.

Kentucky American Water: Met with group to discuss a Sweet 16®, Baseball, and Tennis Package. Involves Stickers at facilities

Qdoba: Met with Lauren to discuss package with trade elements.

CiCi Pizza: Have presentation to corporate office about TV and Signage package for remaining Louisville and Lexington Championships

Owensboro Community Health System: Spoke with Hospital and funding for Softball is available and commitment has been made for funding either 2011 or 2012 championship. Discussion on method of funding

Jimmie Johns: Met with Ownership group around food donation and advertising for Sweet 16 and spring sports

AFLAC: Package for exposure was sent to corporate office in Georgia for review

Meijer: Package was sent to promote Lexington and Louisville sports in spring

Burger King: Had Conference call with local representatives to discuss a package.

Kentucky Parks: Meeting with Reps on Wednesday to discuss Sweet 16 opportunities

Greenview Regional Hospital: Package was sent that focuses on Health promotion at Girls' Sweet 16.

Brain Injury Awareness of Kentucky: Package around 2 days at boys' and girls' tournaments and March National BIA Month. Funding partners are being requested.

Garmin: Package was gone out for exposure at KHSAA Track/Field Championship

Kentucky Coal: Working on advertising package as part of FutureLab activation at tournament. Package will be in range of \$12,500 on site and \$8,000 Internet

Alltech: Working on advertising package as part of FutureLab activation at tournament. Package will be in range of \$15,500 on site and \$12,000 Internet

Sales Presentations for Internet Exposure Opportunity through iHigh.com/KHSAA:

Sullivan University: Meeting is set for February 3 to discuss sponsorship in spring for 2011. Centered around more exposure in the Louisville and Lexington market.

National College: Met with National College to pitch package of involvement.

Mid-Continent University: Package was presented to them for Internet Exposure during tournament.

Tour SEKY: Package is targeted to feature locations during winter and spring championship broadcasts

Eastern Kentucky University: Working on a Internet package. Meeting will be February 10th.

Strayer University: Contacted corporate headquarters to discuss package

SKLZ: Package will include presenting sponsor of KHSAA Basketball, Baseball, and Softball Championship broadcasts:

Brain Injury Awareness of Kentucky: package will designate March as Brain Injury Awareness Month in Kentucky and feature ads on Sweet 16 broadcasts

Bluegrass Cellular: Targeted presentation with Internet advertising on spring Championship broadcasts.

Corporate Partner Category Sponsorship:

IHigh Marketing is moving ahead with an effort to increase the number of Official Sponsors that are involved with the Association. We are working to identify new areas of exploration for these packages. The following is the latest info on those efforts.

Renewals:

- 1) Murray State: Met with Jim Cater and renewal is a go for next year with addition of Bowling Green exposures. Funding will be in the 5-6K range