

TPG Representative Sara Hacker

**Topic**

Financial

**Financial Item**

**Finance Item**

TPG Corporate Partnership Update

**Takeaways to help  
Board and Staff**

77% to goal and not stopping

**General Commentary**

As we move through the fall season, our team remains focused on closing the gap to goal before the New Year. Over the past couple of months, we've experienced some unexpected attrition due to budget constraints. In addition to this, a few of our partners are waiting until after the government shutdown concludes to finalize their marketing budgets.

Despite these challenges, we've added several new business partners in recent months. This is an important step as the property continues to grow.

Currently, we're at 77% to goal. November and the first two weeks of December will be critical, as many businesses begin to wind down operations over the holidays. It's also worth noting that our FY 2025–26 goal has increased by 26% compared to last year, which is no small task.

One highlight I'd like to share is our success in securing upsells with several renewal partners, including Morgan & Morgan, KY Fish & Wildlife, Bluegrass Hospitality Group, and the KY Army National Guard.

When factoring in verbal commitments (partners who have confirmed interest but are not yet under contract), we are effectively at 81% to goal.

Beyond the sales efforts, our team is finalizing fulfillment for the remaining events of the year and coordinating corporate activations for both Sweet 16® events. This planning happens months in advanced due to the high percentage of our revenue goal goes in those two weeks in March.