

TPG Representative Sara Hacker

Topic Financial

Financial Item

Finance Item Teall Properties Group

Takeaways to help Board and Staff

New Year, Same Focus. We're almost to Goal.

As we began the new year, our team has been working aggressively to drive results, secure new partners, and strengthen existing relationships. At this point in the fiscal year, our focus is concentrated on the following priorities:

Closing the remaining 19% needed to reach our revenue goal
Actively pursuing new business opportunities

Developing plans and processes to ensure successful fulfillment for partners at upcoming State Championships

Continuing to build and strengthen relationships with organizations that support the KHSAA

Planning several upcoming statewide activations for following partners; UK HealthCare, Visit Pigeon Forge, DSG, and Friends of Coal

We remain actively engaged in securing entitlement partners for the Baseball and Softball State Championships.

Current Performance Snapshot

We are currently at 81% of goal. It is important to note that our FY 2025–26 revenue goal represents a 26% increase year over year, which presents a meaningful growth challenge. Even faced with some attrition, we've bounced back well. We're anxious for the board and the fans to see our additions to the Sweet 16® events. Our team has worked diligently to raise awareness among companies and brands across Kentucky, emphasizing the importance of directing their marketing investments toward supporting high school sports.

When including verbal commitments, partners who have confirmed intent but have not yet executed contracts, we are effectively at 87% of goal. Our team goal is to be there by the end of January.

General Commentary