

TPG Representative Sara Hacker

Topic

Financial

Financial Item

Finance Item

TPG Sponsorship Update

Takeaways to help Board and Staff

We're at 87% and not finished yet.

General Commentary

We are currently at 87% of our sponsorship goal, reflecting strong momentum and the team's focused outreach efforts. Including closed and verbal commitments, we are at 93%, and when factoring in renewals in progress, we reach 94% of goal. We continue to maintain a meaningful pipeline of active proposals and are working diligently to close the remaining gap. Our priority is to convert these opportunities ahead of the Sweet 16 events, and we are intensifying follow-ups and direct engagement to ensure a strong finish.

We anticipate our fulfillment across the 30 games to be our best execution yet. Corporations across the state recognize that to achieve a measurable return on their marketing investment, partnership with the KHSAA is a high-impact opportunity. We are especially excited to introduce a new lineup of partners this March.

With continued focus and timely decisions from prospects, we are well positioned to reach and potentially exceed, our target. We are also proud to report that Kentucky remains as one of the largest TPG state properties and we're not finished yet.