

TPG Representative Sara Hacker

Topic

Financial

Financial Item

Finance Item

TPG Report

**Takeaways to help
Board and Staff**

Year 6

General Commentary

As we close the 2025–26 fiscal year, our team finished at 92% of our annual revenue goal. While we narrowly missed our target, there are many significant accomplishments worth celebrating.

Most importantly, we generated the highest sponsorship revenue in the history of the partnership. This is a testament to the strength of the KHSAA brand, the value we continue to create for corporate partners, and the relentless effort of our sales team.

Additional highlights from the year include:
Both Zack and Sal achieved their individual sales goals.
We successfully secured new corporate partners, expanding our sponsorship portfolio.
We identified and closed upsell opportunities with several existing partners, increasing the value of key renewals.
We continued to create innovative, out-of-the-box fan experiences that enhance the championship atmosphere while delivering meaningful activation opportunities for our partners.
As we transition into the 2026–27 sales cycle, our team is already fully engaged in what is traditionally our busiest and most critical time of year.
We are currently at 32% of annual goal, largely due to the timing of several multi-year agreements that were executed in prior years. Two of our largest partnerships; UK HealthCare and Clark's Pump-N-Shop, are currently in renewal discussions. Based on verbal commitments and active negotiations, we project that number to increase to approximately 39% once agreements are finalized.
One metric that is particularly encouraging is our proposal-to-close pipeline. Our current pitch ratio is approximately 4:1, meaning we have a significant number of new business proposals currently in front of prospective partners. New business remains one of the most important drivers of long-term growth, allowing us to expand our network of corporate relationships while creating new opportunities for Kentucky high school athletics.
As these conversations continue to progress, I look forward to sharing additional partnership announcements and updates with the Board throughout the year.
The summer months represent the foundation of our sales process. This is when our team is prospecting, securing meetings, developing customized partnership proposals, and

delivering presentations. Beyond the work itself, there is also the patience and persistence required while navigating negotiations and awaiting final decisions. It is a demanding process that requires consistency, resilience, and optimism every day. I would like to recognize Zack and Sal for their commitment and professionalism. They consistently represent the KHSAA with integrity and are always looking for new ways to generate revenue and build meaningful partnerships for our Association. As we enter Year 6 of the partnership between TPG Sports Group and the KHSAA, I remain incredibly optimistic about our momentum. I am grateful to work alongside such a dedicated team, and I look forward to continuing to grow this property and deliver long-term value for the Association.