	TPG Representative Sara Hacker
Topic	Financial
Financial Item	
Takeaways to help Board and Staff	We're almost halfway there. New Business is KEY
General Commentary	We are currently sitting at 46% to goal, and with closed-won business and verbals, we will be at 53%. We expect to see a significant jump as we close out our remaining renewals, which represent nearly 25% of our annual goal. We are also still finalizing our deal with UKHC. As I mentioned back in July, we have experienced some attrition, but we are not going to let that hold us back. We continue to push forward, and our 3.32:1 pitch ratio currently leads all TPG properties. We are also excited about the momentum we’re seeing with new brands joining our book of supporters. We recently added Goodwill and Northern Kentucky University, and we’re pleased to announce that we were also able to bring back Operation Unite as the title sponsor for Esports and Archery. That is a great testament to the value of what we offer. Sometimes, a partner has to step away to truly understand the significance and impact of the platform—and when they come back, it’s a strong reminder that what we bring to the table matters. And as we close the book on 2025–26, we also wrapped up five complete years of the TPG team and me representing the KHSAA. Five years of building, growing, creating, and continuing to elevate what corporate partnerships can look like for the association and its partners. We’re proud of what we’ve accomplished, but we’re far from finished. The next five years will be even more amplified. We will continue to add more assets, drive more revenue, bring more innovative ideas to the table, and create more excitement around the KHSAA and its partners.