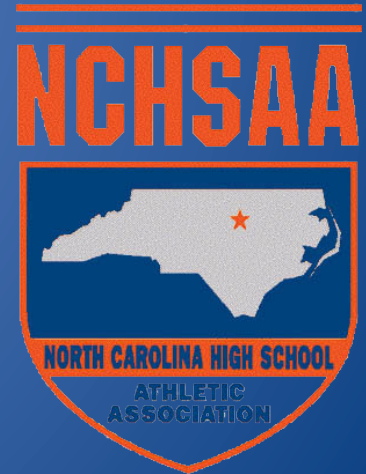




North Carolina High School Athletic Association

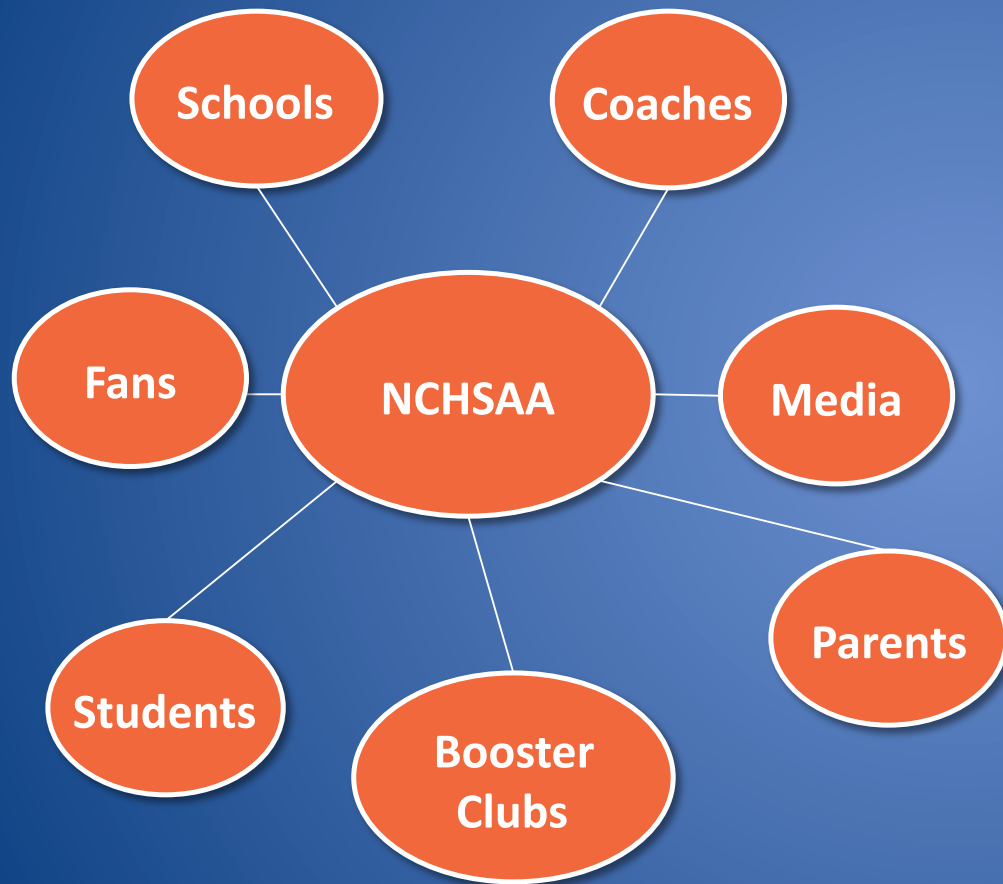


North Carolina High School Athletic Association

- ★ The NCHSAA is a voluntary corporation which governs the public and non-boarding parochial high schools.
- ★ It is currently in the 100 year of operation.
- ★ The NCHSAA is a 501(c)(3) nonprofit organization through which financial support may be eligible for corporate tax deductions.
- ★ Currently, there are 399 member schools from across the state, 13 men's and women's sanctioned sports, and over 89 sanctioned classified state championships. In addition, we host a cheerleading invitational event.
- ★ Playoff events and culminating state championship events are held across the state with over 500,000 student-athletes, coaches and spectators traveling to the playoffs and championships.
- ★ The NCHSAA has a strong Student Services division which seeks to teach student-athletes mentoring skills, how to role model and lead within their respective communities and schools and also offers prevention training relative to alcohol, tobacco and drugs.



North Carolina High School Athletic Association



Inside the Annual numbers:

- ★ 200,000+ Participants
- ★ 500,000+ Spectators/Parents
- ★ More than 10,000 Coaches
- ★ 792 Principals and Athletic Directors combined
- ★ 399 Member Schools
- ★ Statewide Media Exposure
 - ★ Over 300 media outlets on release list
 - ★ Opportunities for radio spot exposure through additional opportunities

Partnership Opportunities

★ Presenting Partner

- ★ Signature program
- ★ Year-round exposure
- ★ In-school exposure/branding opportunities

★ Official Partner

- ★ Year-round exposure
- ★ Category exclusivity opportunities
- ★ Limited in-school branding
- ★ Limited exposure at state championship events

★ Event Sponsor

- ★ Specific meeting or sports event sponsorship
- ★ Non-exclusive
- ★ Limited promotional opportunities

★ Preferred Vendor

- ★ Promotions through website and e-newsletter
- ★ Possible inclusion at championship events or specific non-sports meetings
- ★ Non-exclusive

★ In-Kind/Trade Partner

- ★ Product and/or service trade out in exchange for promotions to limited target audiences



Customized Partnerships



- ★ Partnerships are customized to ensure your company's marketing needs, objectives and goals can be best served. Benefits include but are not limited to:
 - ★ Involvement at NCHSAA Championship Events
 - ★ Recognition/Advertising in NCHSAA publications
 - ★ Website advertising/recognition
 - ★ Access to segments of North Carolina's population through various mechanisms utilized by NCHSAA
 - ★ Increased brand awareness and recognition for your company's products and/or services
 - ★ Opportunity to be a part of a tradition to 'give back' to today's youth
 - ★ Complimentary tickets, coupon & sampling opportunities, and event booths

Key Partner Benefits

- ★ Opportunity to promote and market locations and/or website to existing and potential customer base.
 - ★ Promotions to generate traffic can be targeted to student-athletes, school personnel, parents and fans
- ★ Access to athletic directors, school administrators, students and parents.
- ★ Opportunity to further develop, build, and/or promote new and existing programs/promotions at the grassroots level to compliment existing local outreach efforts already in place.
- ★ Favorably position within community as a supporter of high school athletics and NCHSAA Programs.
- ★ Build loyal and growing customer base.



Be a Part of our Team!



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