



HOME TEAM MARKETING
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HOME TEAM MARKETING NEWS RELEASE

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FOR IMMEDIATE RELEASE

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INDIANA HIGH SCHOOL ATHLETIC ASSOCIATION AND HOME TEAM MARKETING ANNOUNCE PARTNERSHIP

Cleveland, Ohio – November 29, 2011. Cleveland-based Home Team Marketing (HTM) and the Indiana High School Athletic Association (IHSAA) announce they have agreed to a three year partnership. HTM will be the official marketing representative for the Association.

The IHSAA is a voluntary, not-for-profit organization dedicated to encouraging and directing wholesome amateur athletics in the high schools of Indiana. HTM will partner with the IHSAA to bring in corporate partners in order to increase funding to the Association, giving them the ability to build upon the programs and services they offer to member schools. HTM works successfully with 17 other state associations and the addition of Indiana increases HTM's footprint in the Midwest.

"The IHSAA is proud to partner with Home Team Marketing as we collectively promote education based athletics in our state. The outreach and noted performance of Home Team Marketing will enable the IHSAA to reach new levels of corporate articulation which will enhance programming and services to the student athletes of Indiana as well as the IHSAA membership. I am enthusiastic about the potential which lies ahead," said Bobby Cox, Commissioner of the Indiana High School Athletic Association, Inc.

The IHSAA has 408 member schools (public and private) with 160,000 student athletes. The IHSAA governs a total of 20 sports. The Association organizes, supervises and coordinates state wide athletic programs at the high school level.

"Home Team Marketing is proud to be working with the IHSAA. The Association is well-respected for their commitment to student athletes. The staff is dedicated to having a positive impact on student athletes and we look forward to working with them," said Peter Fitzpatrick, President and Co-founder, Home Team Marketing.

"The high school sports marketing and media landscape continues to evolve at a brisk pace. While we have been forward and innovative in our approach to corporate support, Home Team Marketing can provide a new level of expertise and sponsor engagement that will not only help maintain the integrity of education-based interscholastic athletics in Indiana, but help us to garner even more support," said Chris Kaufman, Communications Director at the Indiana High School Athletic Association, Inc.

About Indiana High School Athletic Association

Founded in 1903, the purpose of the Indiana High School Athletic Association, Inc. (IHSAA) is to encourage, regulate and give direction to wholesome amateur interschool athletic competition between its 408 member schools. The Association provides state championship tournament series in 20 sports, 10 for girls and 10 for boys. Approximately 160,000 student athletes participate in IHSAA sports on an annual basis.

About Home Team Marketing

Home Team Marketing is the nation's leading high school sports marketing company. HTM provides integrated marketing and multimedia solutions for corporate partners and revenue generating opportunities for individual high schools, state high school athletic associations, and other school based activities. HTM, which opened in 2001, has offices in Atlanta, Chicago, Cleveland, Dallas, Denver, Los Angeles, New York City and Washington D.C. HTM has access to over 10,000 high schools nationwide and works with four of the top five largest state associations in the country. HTM serves as the official marketing arm for 19 state associations. 50% of all advertising revenue goes back to HTM's partner schools. To date, a total of \$12.5 million has gone back to schools. HTM was named a finalist in *Sports Business Journal's* "2011 Sports Business Award" in the category of "Best in Property Consulting, Sales and Client Services."