



Indiana High School Athletic Association, Inc.
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NEWS RELEASE

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Indiana Farm Bureau Insurance to Sponsor IHSAA Champions Network

The Indiana High School Athletic Association (IHSAA) today announced a three-year agreement with Indiana Farm Bureau Insurance to become the presenting sponsor of the IHSAA Champions Network.

Indiana Farm Bureau Insurance will be reflected as the title sponsor of all IHSAA television, webcast, and radio network broadcasts. Additionally, Indiana Farm Bureau Insurance will be the exclusive insurance partner of the IHSAA and will once again present the mental attitude awards in all sports (26 in total) with the exception of football, girls' basketball and boys' basketball which already have title sponsors.

The IHSAA Mental Attitude Award recognizes an outstanding senior student-athlete who excels in mental attitude, scholarship, leadership and athletic ability in the state finals and is presented to the general scholarship fund of the student's high school. Since the inception of the mental attitude awards, Indiana Farm Bureau has contributed in excess of \$800,000 to IHSAA member schools.

The IHSAA Champions Network is comprised of television broadcasts (airing on FOX Sports Midwest), webcasts (airing on IHSAAtv.org), and radio broadcasts (airing on a network with 1070 THE FAN and Emmis Communications serving as the flagship station). The IHSAA Champions Network presented by Indiana Farm Bureau Insurance will broadcast a variety of state finals events as has been done in the past along with an extensive regular season slate of webcasts (IHSAAtv.org) of football and basketball contests.

"I am extremely pleased to welcome Indiana Farm Bureau Insurance back into partnership with the IHSAA," said IHSAA Commissioner Bobby Cox. "Indiana Farm Bureau Insurance maintains the same values of family and community as does the Association. Our relationship is a natural and we offer our sincere thanks to Indiana Farm Bureau Insurance in the presentation of our Champions Network. It is a perfect way for our organizations to collectively highlight the successes of student-athletes in our state."

The new agreement reunites the IHSAA with Indiana Farm Bureau Insurance, who have enjoyed a relationship which dates back to 1977 when the company became a co-sponsor of IHSAA televised championship tournament events. Then in 1988, Indiana Farm Bureau Insurance and the IHSAA formed the first corporate partnership in the country between a company and a state high school athletic association. That agreement continued through 2013.

"The roots between the IHSAA and Indiana Farm Bureau Insurance run deep in honoring student-athletes in Hoosier communities," said Joe Martin, Executive Vice President & CEO, Indiana Farm Bureau Insurance. "This partnership provides an enhanced statewide media and digital presence, while recognizing the extraordinary achievements in sport and citizenship amongst mental attitude award recipients."



About Indiana Farm Bureau Insurance

Indiana Farm Bureau Insurance has served Hoosiers for 81 years. Organized in 1934 by Indiana Farm Bureau, Inc., the company has grown to include insurance products for auto, life, home, business and farm. Banking and other financial services and products are also available through its local offices and online at www.infarmbureau.com. With a home office in downtown Indianapolis and local offices in all 92 counties, Indiana Farm Bureau Insurance serves Hoosiers with nearly 500 agents and approximately 1,200 employees living and working throughout the state. The company is a leader in auto and homeowners insurance and the largest writer of farm insurance in the state.

About the Indiana High School Athletic Association, Inc. (IHSAA)

The IHSAA is a voluntary, not-for-profit organization that is self-supporting without the use of tax monies. Since its founding in 1903, the Association's mission has been to provide wholesome, educational athletics for the secondary schools of Indiana. Its member high schools - public, institutional, parochial and private – pay no annual membership fee or incur entry fees to play in the Association's tournaments. A state tournament series is conducted annually in 21 sports, 10 for girls, 10 for boys and one co-ed (unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.

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