

# IHSAA NEWS RELEASE



Indiana High School Athletic Association, Inc.

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## IHSAA partners with Eventlink® as Official Ticketing Provider

The Indiana High School Athletic Association (IHSAA) has partnered with Eventlink® to streamline its ticketing process for all IHSAA events. Beginning with the 2023-24 school year, Eventlink Tickets™ will serve as the exclusive platform for online and mobile ticketing, providing a seamless and user-friendly experience for schools, athletic directors, and fans.

[Eventlink Tickets™](#) will enable fans to purchase tickets conveniently through credit and debit cards from the comfort of their devices, facilitating swift and secure transactions.

“We are excited to be the official ticketing provider for the IHSAA,” said Brandon Smith, Director of Eventlink®. “With our advanced ticketing solutions, we aim to enhance the event experience for our customers and elevate the way IHSAA events are accessed and enjoyed.”



“Eventlink is a leader in innovation and providing a best-in-class experience,” says IHSAA Commissioner Paul Neidig. “We are very excited to partner with a brand whose software will assist our member schools athletic departments and enhance the ticketing experience for Indiana high school sports fans throughout the year and across all sports.”

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### About Eventlink®

Eventlink® is the best-in-class event scheduling software for schools’ athletic departments and main office. As the leading athletic scheduling software in Indiana, Eventlink® is the perfect tool for parents, schools, and athletic departments. A one-stop shop for everything event related, Eventlink® has something for everyone. Parents and students can stay connected by choosing the school events they want to see, and track of all their activities in one place. Perfect for schools and athletic directors, Eventlink® easily syncs calendars for the school district as well as schedule athletic practices, games, and officials. This combination of market knowledge, connections, and willingness to invest in the future make Eventlink® a powerful brand for parent company SDI Innovations. *Contact Brandon Smith at Eventlink® for more information. [brandon@eventlink.com](mailto:brandon@eventlink.com)*

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***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 411 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 22 sports, 10 for girls, 10 for boys and two co-eds (unified flag football, unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.*