

IHSAA News Release



Indiana High School Athletic Association, Inc.
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Indiana Farm Bureau Insurance & IHSAA Extend Sponsorship Agreement

The Indiana High School Athletic Association is pleased to announce a three-year extension to its current agreement with Indiana Farm Bureau Insurance as the presenting sponsor of the IHSAA Champions Network.

The current contract expires next June with the renewal extending the agreement through June 2021.

Indiana Farm Bureau Insurance will continue to 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 continue to present the mental attitude awards in 30 different state championship events.

The IHSAA Champions Network is comprised of television broadcasts (airing on FOX Sports Indiana/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 broadcasts a variety of state finals events along with an extensive regular season slate of webcasts (IHSAAtv.org) of football and basketball contests.



The IHSAA mental attitude awards recognize 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 Insurance has contributed nearly \$900,000 to IHSAA member schools.

"Indiana Farm Bureau Insurance is proud to partner with the IHSAA, an organization that shares our strong Hoosier ties. We value our connection with the communities we serve, and we are excited to continue to support and recognize student-athletes throughout the state," said Rick Kuster, Senior Vice President & Chief Marketing Officer, Indiana Farm Bureau Insurance.

"I am very pleased that we've been able to extend our agreement with Indiana Farm Bureau Insurance," said IHSAA Commissioner Bobby Cox. "Indiana Farm Bureau Insurance holds the same values of family and community as does the Association and we offer our sincere thanks to them in their continued sponsorship of the IHSAA Champions Network."

The relationship between the IHSAA and Indiana Farm Bureau Insurance dates 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.

About Indiana Farm Bureau Insurance

Indiana Farm Bureau Insurance has served Hoosiers more than 80 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 450 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 410 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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