



101ST ANNUAL SUMMER MEETING MARKETING SUMMIT

National Federation of State
High School Associations



Sunday, June 28
1:00 p.m. – 2:30 p.m.

NSAA MULTI-ACTIVITY STUDENT AWARD/STATE CHAMPIONSHIP



Ashton Honnor
Marketing Specialist, NSAA



NSAA Multi-Activity Student Award & State Championship Promos



Ashton Honnor, NSAA Marketing Specialist
NFHS Marketing Summit
June 28th, 2020

Multi-Activity Student Award



**Emphasize the importance of and
highlight multi-sport / multi-
activity participation in NSAA
member schools.**

Criteria for the Award



- Must meet the NSAA eligibility requirements
- Must participate in at least 3 NSAA sanctioned activities during the academic year

Fall

Girls Golf
Softball
Boys Tennis
Girls Cross Country
Boys Cross Country
Volleyball
Football
Unified Bowling
Play Production

Winter

Bowling
Wrestling
Girls Swimming & Diving
Boys Swimming & Diving
Girls Basketball
Boys Basketball
Speech
Debate

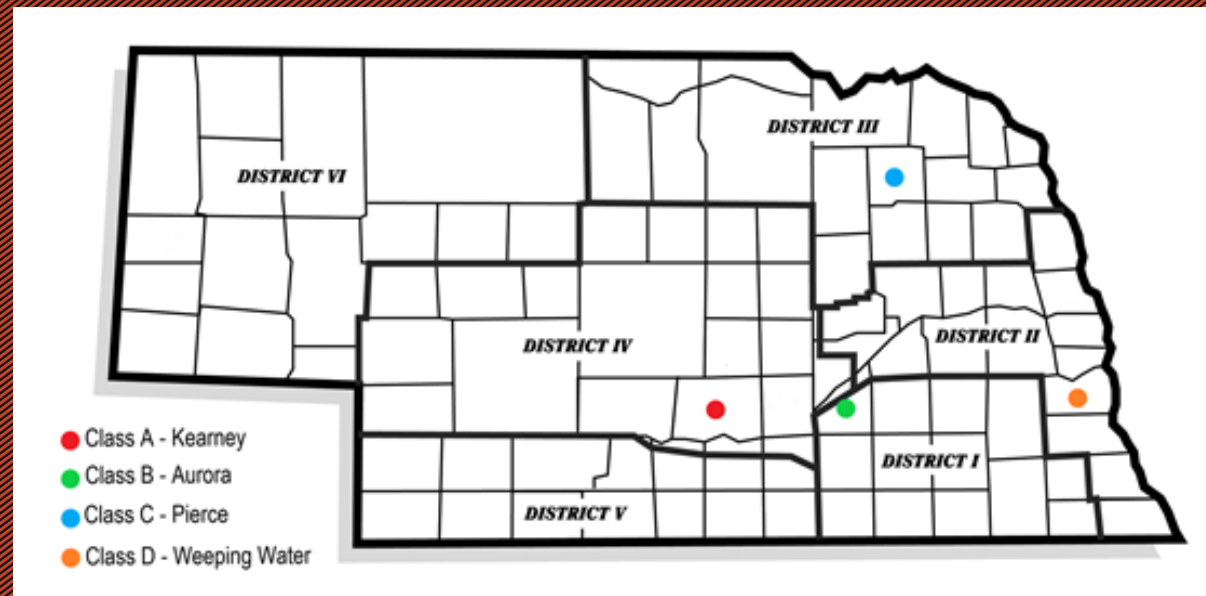
Spring

Music
Journalism
Girls Soccer
Boys Soccer
Baseball
Girls Tennis
Girls Track & Field
Boys Track & Field
Unified Track & Field
Boys Golf

2019-2020 Class Breakdown



Class	# of Schools	District 1	District 2	District 3	District 4	District 5	District 6	Total Class Count
A	34	7	22	2	3	0	0	2538
B	28	7	12	0	3	2	4	2484
C	102	17	33	20	20	4	8	6156
D	139	20	18	35	33	18	15	5168
								16346



2019-2020 Top 10 Class Winners



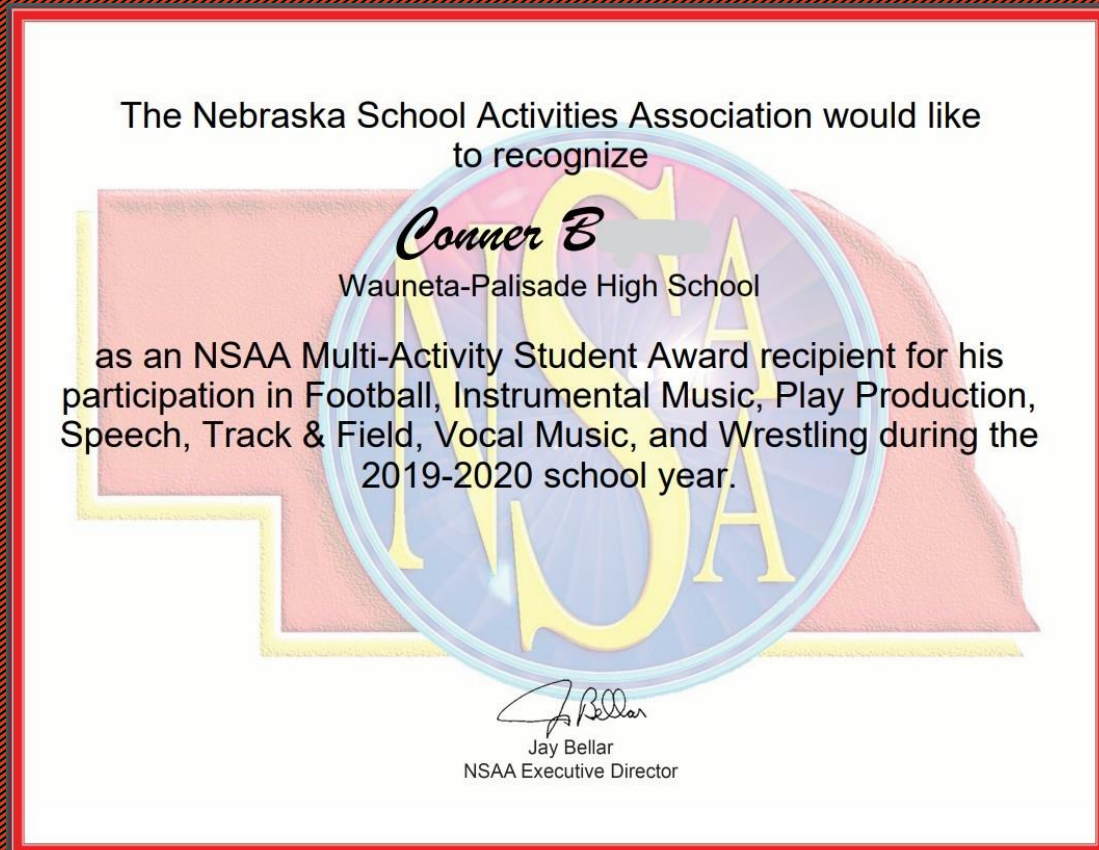
Class	District	School	Count		Class	District	School	Count
A	4	Kearney	167		B	1	Aurora	147
	1	Lincoln Southwest	150			1	York	137
	3	Norfolk	146			5	McCook	127
	2	Millard North	125			1	Waverly	125
	1	Lincoln East	119			6	Scottsbluff	114
	2	Elkhorn	112			1	Crete	112
	2	Papillion-La Vista	108			1	Beatrice	110
	2	Omaha Central	104			1	Seward	105
	3	South Sioux City	103			1	Norris	104
	1	Lincoln Pius X	102			4	Lexington	102

Class	District	School	Count		Class	District	School	Count
C	3	Pierce	115		D	2	Weeping Water	98
	2	Columbus Scotus	112			5	Franklin	82
	1	Malcolm	110			4	North Platte St. Patrick's	73
	2	Wahoo	102			1	McCool Junction	66
	4	Adams Central	102			3	Pender	65
	4	Ogallala	97			5	Southwest	65
	6	Chadron	97			1	Dorchester	63
	3	Wayne	94			5	Cambridge	62
	6	Gordon-Rushville	93			2	Archbishop Bergan	61
	4	Gothenburg	92			3	Laurel-Concord-Coleridge	60

Awards Presentation



- Certificates for the students
- Banner presentation at halftime of the NSAA State Soccer Championships



Title Sponsorship Opportunities



- Renaming of the program to incorporate partner name
- Press release to all Nebraska media outlets announcing the awards program
- Awards program information on the NSAA website
- Program information inclusion & recipient announcement in the NSAA newsletter

Title Sponsorship Opportunities



- Brand inclusion on the student certificates
- Brand inclusion on the banners presented to the winning schools
- Company representative inclusion during the banner presentation televised LIVE on NET
- Social media inclusion announcing the program & Multi-Activity Student Award recipients

Title Sponsorship Opportunities



- 1 – full page color ad in all 19 NSAA State Championship programs
- Electronic fascia inclusion at NSAA State Championship events when available for NSAA use
- 1 – public address announcement per game/contest at NSAA State Championship events
- Logo & link inclusion on the NSAA website
- Logo & link inclusion in the monthly NSAA newsletter

State Championship Promos



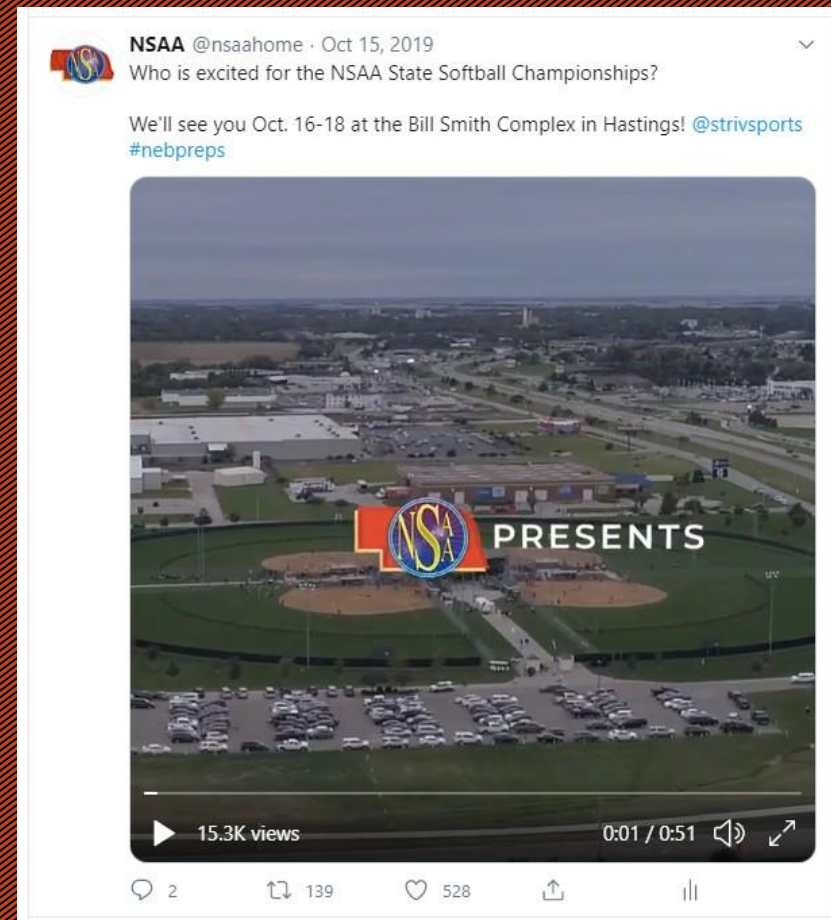
- Bracket Reveal Shows
- Hype Videos
- Championship Graphics
- In-Venue Videos
- Wrap-Up Videos
- Special Projects



Hype Videos



- Produced for 15 sports
 - GGO, SB, BTN, XC, VB, FB, WR, SW, GBB, BBB, SO, BA, GTN, TR, BGO
- Posted on the NSAA Facebook, Twitter & Instagram accounts



Championship Graphics



- Created for 7 sports
 - SB, VB, FB, GBB, BBB, SO, BA
- Posted on the NSAA Twitter & Instagram accounts



Championship Graphics



Championship Graphics



In-Venue Videos



- Produced for 6 sports
 - VB – 6 videos
 - FB – 6 videos
 - WR – 2 videos
 - GBB – 6 videos
 - BBB – 6 videos
 - TR – 1 video



Wrap-Up Videos



- Produced for 11 sports
 - GGO, SB, BTN, XC, VB, SW, SO, BA, GTN, TR, BGO
- Posted on the NSAA Facebook, Twitter & Instagram accounts



Special Projects



The Coronavirus pandemic forced us get creative with virtual Championships and awards presentations.



Questions?



Ashton Honnor

NSAA Marketing Specialist

ahonnor@nsaahome.org

402-489-0386

K12 LICENSING UPDATE, TRENDS/OPPORTUNITIES IN LICENSING



Andrew Engel

Business Manager, K12 Licensing





OVERVIEW

- Leadership Update
- New Hangtag
- Retail Growth & Updates
- Merch by Amazon Update
- PPE Licensed Vendors
- Learfield IMG College New Services Added



LICENSING

**A PARTNER IN SUPPORTING THE SCHOLASTIC AND
ATHLETIC ENDEAVORS OF AMERICA'S HIGH SCHOOLS**

MEET YOUR K12 TEAM

BRIAN WHITE

*Vice President
Coconino High,
Flagstaff, AZ*



ANDREW ENGEL

*Business Manager
James B. Conant High School,
Hoffman Estates, IL*



BRANDON TUCKER

*Director of Operations
Park Tudor School, Indianapolis, IN*



ROB ESTES

*Licensing Account Executive
CBC High School,
St. Louis, MO*

K12 Licensing Hangtag

Current Hangtag



New Hangtag



Switch #2



NEW HANGTAG



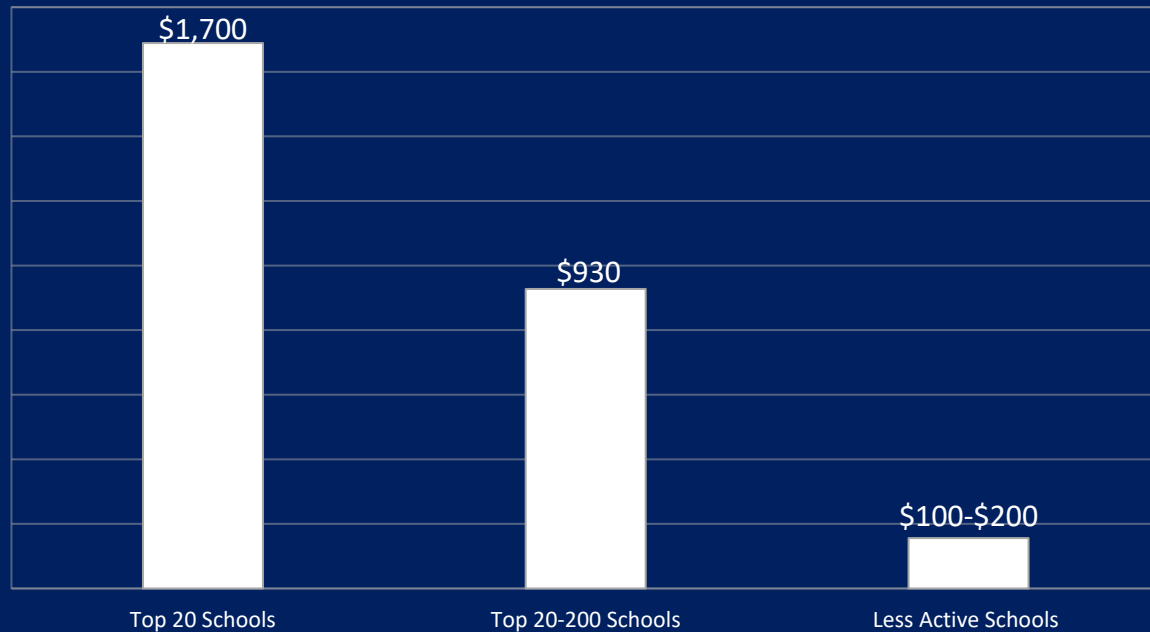
Switch #2



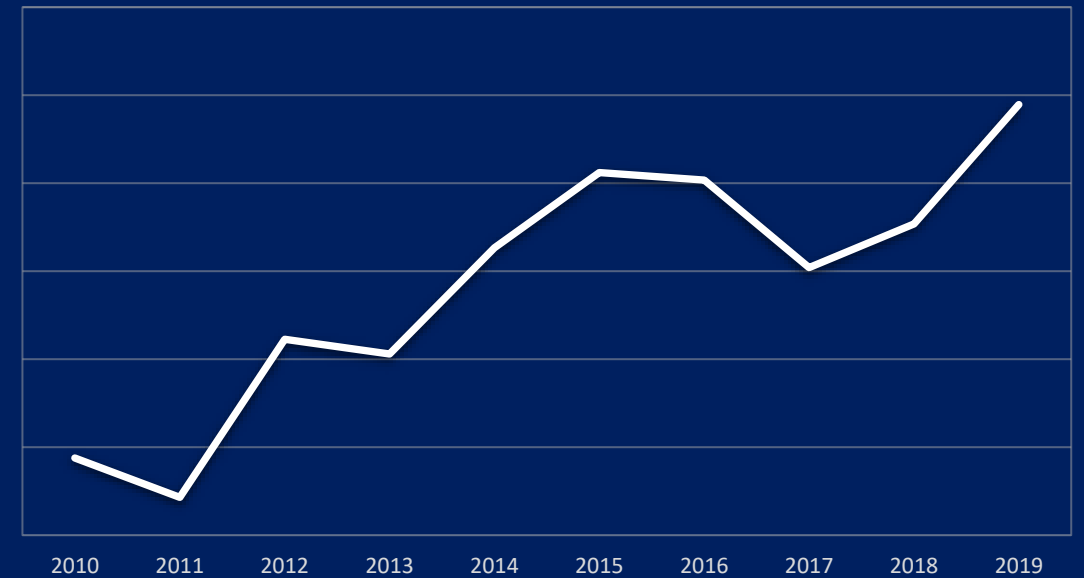
- New hologram design and material with increased security features to better protect against counterfeiting.
- Individual serialized tags that allow for mobile track-and-trace of each product.
- QR code for information and future marketing programs.

RETAIL GROWTH & UPDATES

AVERAGE ANNUAL REVENUE GENERATED



TOTAL ROYALTIES GENERATED BY HIGH SCHOOLS NATIONWIDE

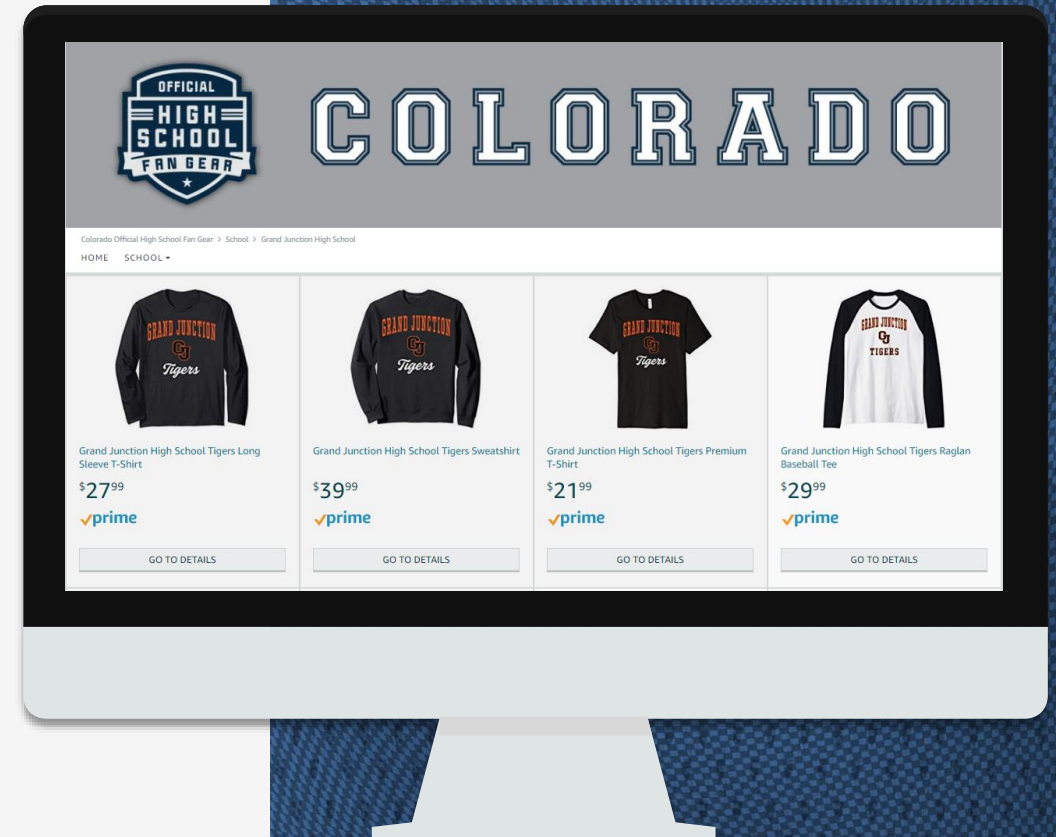


MERCH BY AMAZON

UPDATE

Schools offer fans school-specific apparel via Amazon through the Merch by Amazon program:

- Over 3,000 High School Stores Built
- 12-18% revenue share on retail sales
- Year-Round Availability of Products
- 2-Day Shipping for Amazon Prime Members



MERCH BY AMAZON

NEW PRODUCTS



LICENSED PPE OPTIONS

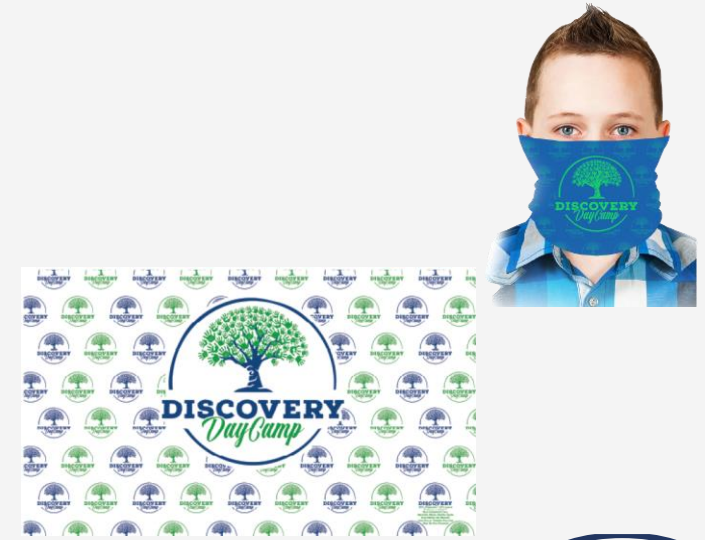
Masks at Retail



Masks Online



Neck Gaiters Direct



NEW SERVICES ADDED

VARSITY SEATING



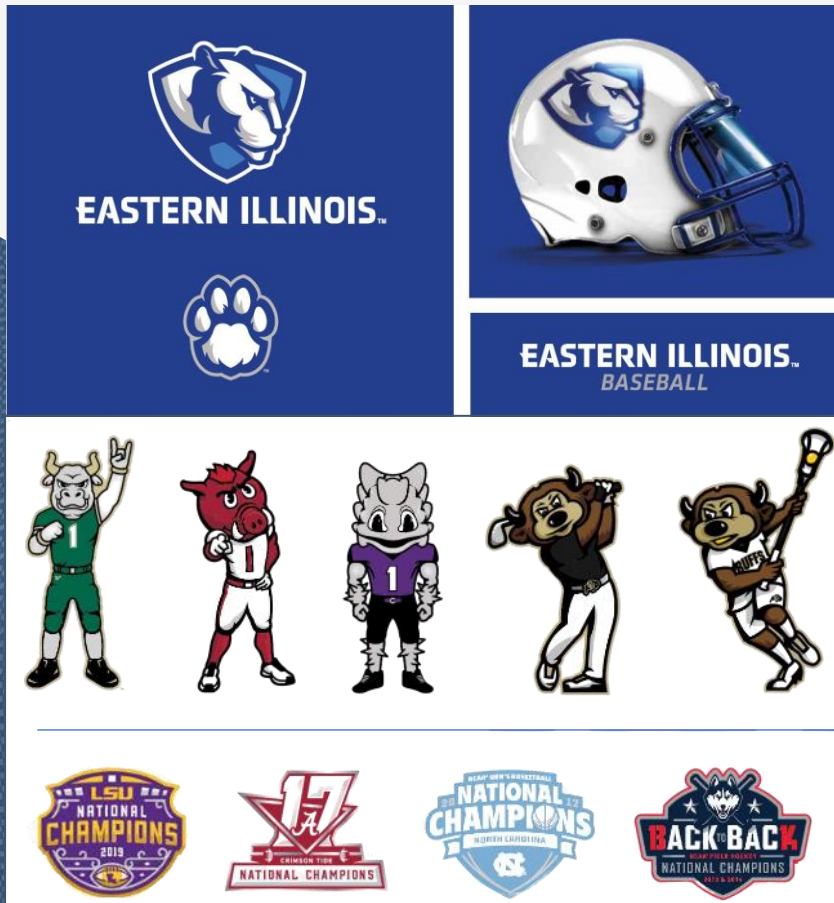
Learfield/IMG College

Ticket & Seat Solutions

- Partner with the premier cushion stadium seat provider in the growing area of venue-based fan convenience
- Partnered with over 90% of Power 5 NCAA Programs
- Rent them to fans for the season or install them in the stadium to create a premium seating section
- Seats are customized to each school- can include school logo and sponsorship logo
- Costs as low as \$12 per year

NEW SERVICES ADDED

CLC CREATIVE



- 40 years of collegiate brand development experience
- Deep legal and industry knowledge to avoid any potential trademark and manufacturing/production issues.
- Discounted rate for single logo or full brand development for K12 school partners



Questions, Comments, Concerns?

Thank You!

Andrew Engel

K12 Licensing

aengel@k12licensing.com

(224) 829-4108



PARTNERING WITH MEDIA OUTLETS



Hannah Catherine Munro
Director of Development, VHSL



NFHS NETWORK



Mark Koski
Chief Executive Officer, NFHS Network



BEST PRACTICES AMONG STATE ASSOCIATIONS



Mark Koski

Director of Marketing, NFHS





101ST ANNUAL SUMMER MEETING MARKETING SUMMIT

National Federation of State
High School Associations



Sunday, June 28
1:00 p.m. – 2:30 p.m.