

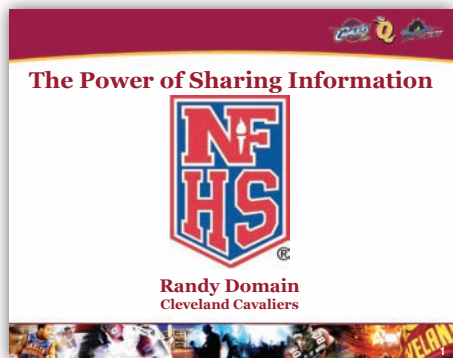
ADMISSION

Fall 2011

PRESENTED BY HOME TEAM MARKETING



The Beauty of Sharing by Peter Fitzpatrick, President and Co-Founder



Since our earliest memories, hasn't everyone around us encouraged sharing? As kids, we were asked to share our bicycles, baseball mitts, toys and other things with the kids we were closest to – our friends and siblings. As parents, don't we ask the same of our own children? On high school sports teams, don't we encourage the players to share everything – win or lose? Within our schools, departments are constantly searching for ways in which to share resources for many reasons.

When it comes to sponsorships and media deals, shouldn't we all feel the same way? For goodness sake, we are all on the same team, and we are all facing similar issues. Randy Domain, VP of Sales for the Cleveland Cavaliers, gave a great presentation this summer at the NFHS Summer Meeting in Philadelphia. In short, Randy showed how each NBA team was able to vastly improve its own sponsorship and media portfolio simply by sharing this information across the league. State Associations and even individual high schools can work in much the same manner. As they say, "A rising tide lifts all boats."

In fact, the NBA is the sports-property leader in this area. They have actually developed software that is shared by each team within the league. This software can be accessed easily and provides incredible information. Pricing, companies. "How

much are you getting from these guys? Who is your contact?" Etc.

By embarking upon this path, states and schools can gain much more leverage in negotiations. Currently, your sponsoring companies have all the leverage. For example, Sports Drink XYZ might do sponsorship deals with 25 states and internally they know the pricing and value statement for all of them. As an individual state negotiating your own deal, you may be isolated and at the mercy of them. What if you knew all of the pricing for the 25 states? You could easily say, "Hey, wait a minute, you are paying these guys \$25,000 and only offering me \$5,000...."

This can also be done school to school.

At the NFHS show a good question came up regarding this issue – "How can I share information if my sponsor has a confidentiality clause?" Simple – don't agree to that clause. Another way to handle could be to insert a clause like this "...we agree to confidentiality, however, our state can share information with our own state association officials as well as other state association officials across the U.S." Many times, the companies intended the confidentiality clause to protect you from sharing it with their competitors. If they don't want you sharing information with another state, you might have to question their motives.

Now, remember what Mom and Dad taught us long ago.... ■

Home Team Marketing partners with Licensing Resource Group

by Patrick Spear, Vice President and Co-Founder

We are very excited to announce that we have partnered with LRG Prep to help drive even more revenue to your school through the NFHS Licensing Program.

This national licensing program is the result of the collaborative efforts between athletic directors, state associations and the National Federation of State High School Associations. With more than 17 years of experience, LRG Prep has become a leader in merchandising and licensing management services. Together, we will provide information to high school athletic departments to stress the importance of this initiative and its impact on every single high school, regardless of school size.

School-based athletics at the high school level are the BEST THING GOING IN OUR COUNTRY! We are certain that the NFHS Licensing Program will add tremendous value to your athletic department and provide the potential for a new revenue stream for your school. In addition to the new revenue, it's important that schools respect and treat their logos properly and also protect them. The program will allow LRG Prep to collect royalties from national manufacturers who are using your logo and to continue the NFHS Program which has already contributed close to \$1 million dollars to high schools in its first year. *(continued on page 2)*



Licensing Resource Group (continued)

LRG announced in January that they would sign non-exclusive, individual licensing agreements with schools. Agreements were sent to schools in the first quarter of 2011, along with the first royalty checks. Schools may also sign up online to participate in the program at www.nfhslicensing.com. Some high schools have already been contacted directly by other companies asking them to sign licensing agreements similar in nature to the LRG agreement. Schools that may have signed non-exclusive agreements with other companies will still be included in the NFHS program. If you have any questions, please contact Patrick Spear at Home Team Marketing at pspear@hometeammarketing.com. ■

CIF – LA City Section *by Dan Malone, Group Director, State Associations*

In mid-August, Home Team Marketing signed an exclusive partnership agreement with the California Interscholastic Federation's (CIF) Los Angeles City Section (CIF-LA). Through this three year partnership, HTM will be the official marketing and sales representative for the Section. Made up of 130 high schools from the Los Angeles Unified School District, the CIF-LA has more than 37,000 student athletes and governs 16 championship sports. The CIF-LA is one of ten sections in the state that make up the CIF. HTM is currently a partner with the CIF at the state level. We see this newly formed relationship with the CIF-LA as a great addition to our portfolio and tremendous opportunity for our corporate clients to further promote their messaging. ■



State Association Recap

By Dan Malone, Group Director

It is hard to believe, but the 2011-2012 school year is upon us. It is safe to say that everyone here at Home Team Marketing is looking forward to the programs that are in place for the Fall sports season. However, it's worth noting some of the tremendous things that have occurred in the past six months leading up to this point.

In March, we were able to continue our tremendous growth as we welcomed the New Hampshire Interscholastic Athletic Association (NHIAA) as one of our official partner associations. HTM will be the official marketing representative for the NHIAA and will be responsible for securing and managing corporate partners. We see this as a great opportunity to work with a historic organization, while expanding our footprint on the East Coast.

Additionally, I'm happy to announce that HTM has renewed our partnerships with the Texas Association of Private and Parochial Schools (TAPPS) and the Virginia

Independent Schools Athletic Association (VISAA). We have been working with both organizations for more than three years now, and are very excited to continue our efforts in Texas and Virginia. Both associations are great partners to work with and we anticipate a terrific growth in partnerships for each.

On the corporate partnership side of things, without a doubt, one of the biggest highlights from the state association side of our business for the early part of 2011 was the partnership with the Air National Guard. Through this program, HTM was able to activate the Air Guard's messaging and branding into state basketball and wrestling championship events at 21 high school athletic associations across the country. What made this program so unique was that we were able to work with nine state associations that are not currently "official" partners with HTM. We developed some great relationships along the way and look forward to these types of programs in the future.

In late June, representatives from HTM traveled to Philadelphia for the annual NFHS Summer Meeting. As an official partner of the Federation, HTM assisted in the planning of the Marketing Summit where delegates from various state associations met to discuss relevant topics and current market trends. Additionally, we arranged for Randy Domain, Vice President of Corporate Sales and Services for the Cleveland Cavaliers, to speak to the group at the Summit and provide insight on sports marketing topics from the view of an NBA organization. Additionally, dinner at the historic City Tavern in the heart of Philadelphia was provided by HTM to all attendees of the Summit. As always, this is a great place for HTM to make our support of high school athletics known and to meet with multiple representatives from state associations.

We are looking to have our most successful season to date as we head into our 10th Fall season. ■





Are sports too high a price for financially strapped schools? Tim Warsinskey's Take

*Reprinted from the Cleveland Plain Dealer
by Tim Warsinskey*

CLEVELAND, Ohio -- It is time to ask difficult questions about high school sports. Budget cuts, some devastating, are a fact of life at the vast majority of public schools. Good people are losing good jobs. It is time to ask, what priority should high school sports have? Is football more important than teachers?

Ohio school districts are slashing teachers and staff at an alarming rate -- 800 in Cleveland, 226 in Cincinnati, 70 in Medina and 29 at Painesville Riverside.

I understand fully the value of high school sports and how they lay foundations for future success. I've reported it for more than two decades, story after story about student-athletes learning and displaying values that will guide them throughout their lives. I've seen it in my own son, a former hockey and baseball player now striving to be a cop.

That's what makes this so difficult.

Sports is an ever-increasing part of American culture at the expense of our society as a whole. Art, music, literature, film and theater are pushed aside too often. The endless barrage of sports on TV, internet, radio and newspapers about every imaginable sports nuance is drowning out other things that enrich our lives.

Yes, I know I am part of that machinery. No need to point that out. At times, I also feel over-run by sports. I spend too much time talking about sports with my brothers and not enough time talking about us.

So, I wonder, is it the same with schools, from administrators to parents to students? Is sport part of the language as much as English? Is sport so engrained in our culture we assume schools should offer it no matter what? Has it lost the "extra" qualifier in front of "curricular?"

We see this played out at football games, where 75 beautifully adorned and fully equipped football players and a dozen coaches leave the field at the end of the second quarter only to be replaced by the saddest-sounding, 25-member marching band and one lonely conductor. It says a lot about priorities at that school.

I wonder, what would happen if football stopped? Would the music stop, too?

Given economic times, would our kids be better off or worse?

Which kids? How many?

Thirty kids can be just as fulfilled for three months building sets, rehearsing and producing a school play for a lot less money than it takes to rent a natatorium, pay coaches, and transport a swim team.

Apples and oranges you say? Future budgets may not afford choice of fruit. Such are the seeds sewn by politicians from both parties who have failed to do the right thing and make public school funding fair and equitable across the state. Meanwhile, formerly great public school systems in Akron and Cleveland are shadows of what they once were. While political inaction is not entirely to blame for those declines, the effect has been to sprinkle acid on urban decay.

For years, high school sports have limped along in struggling districts with pay-to-participate fees as much as \$1,000 per sport. That is not a sustainable funding model.

I see a tipping point on the horizon where parents eventually decide a better option is a year-round sports program outside the school. It's already a fact of life to varying degrees in soccer, gymnastics, golf, basketball, tennis, swimming, ice hockey, softball, baseball and volleyball. In those sports, the high school season is almost seen as an interruption of the non-school teams' schedules and activities, which are aimed at catching the eyes of college recruiters.

We are one of the few countries that expect schools to provide kids a place to play as well as learn. Separating sports from schools is a common international model.

Given the status of school funding and the diminishing quality of education in many districts that are purging teachers, this is not just where we're headed, it may be the answer to difficult questions. ■

Commentary *by Jackie Keim*

All of you are aware of the challenges that athletic directors face on a daily basis. There are many people out there supporting your programs because they realize the value and importance of high school sports and of the high school sports experience. However we came across this article that got us scratching our heads. Whether it is the high school athlete destined to play at the professional level or a high school athlete participating on the cross country team so that they can be a "part of something," the importance of high school sports cannot be understated. Personally as the mother of five children I place as much value on participation in sports as I do on reading, writing and arithmetic (shh, don't tell my kids that). Sure there are many other activities that a student can participate in while they are in school, sports aren't for everyone, but for those that take advantage of the opportunity to participate, the experience is invaluable and will last a lifetime.

Obviously given the choice between firing teachers or eliminating athletic programs, you have to go with eliminating athletic programs. Students cannot be taught without teachers. However articles like the one written by the Cleveland Plain Dealer's Tim Warsinskey highlight the need for funding to schools and funding to support athletic programs. High school athletics are essential for students.

If you haven't seen the Home Team Marketing video yet, take a few minutes to watch it: http://www.hometeammarketing.com/about_us/video/ Pay particular attention to the last line of the video, spoken by HTM President Peter Fitzpatrick, "You've got billionaires arguing against millionaires (in the NFL), and at the high school level they are still trying to figure out how to buy shoulder pads and helmets." In my opinion, there is a solution to the funding problem that high schools are facing. In fact, as you read through this newsletter you will read this quote from Carol Cracchiolo, recently retired AD from Belmont High School, "Wouldn't it be grand if every pro team in each city would donate and support the high school athletic programs?" (continued on page 4)

COMMENTARY (continued from page 3)

Carol hits the nail on the head; yes it would be great if the NFL teams made donations to school athletic programs. And wouldn't it be great if every corporation allocated a portion of their advertising budget toward high schools? Some corporations do, and we are proud to be partnered with them, but there are a whole bunch of other corporations out there who need to step up to the plate and help out the little guy. ■

The Real Deal Blog

HTM is excited to announce our brand new blog, *The Real Deal*. Our vision for The Real Deal is to create an online community of people with a similar understanding of the importance and value of high school sports. We'd love for that audience to come together and trade ideas, share best practices and learn about what is new in the world of high school sports sponsorships. It is an open forum and we welcome any comments or suggestions on content. Please be sure to check it out! Our blog can be found at: <http://hometeammarketing.blogspot.com>. ■

AD Profile: Carol Cracchiolo, Belmont High School, Los Angeles, California by Jackie Keim



Carol Cracchiolo retired in June after 21 years of service at Belmont High School and 37 total years in education. Over the years Carol has been a coach, athletic director and teacher of AP and regular U.S. History. She graduated with a Bachelor of Arts degree in Physical Education and History from California State University – Long Beach. She also earned her Masters of Arts degree in Exercise Physiology from there.

Carol said the best part of her job at Belmont has been to supervise the various sports teams. She enjoys seeing the kids perform outside of the classroom. She likes to learn the names of as many student-athletes as possible because the students appreciate being called by their names when she sees them in the hallways.

Carol's favorite sport is basketball which is where she got her start both as an athlete and as a coach, however she does enjoy all her high school teams; every member of every team is her favorite. Carol confesses that her favorite professional sport is the

NBA and the Boston Celtics are her team, even though she lives in Los Angeles.

Carol said the best advice anyone ever gave her was to work hard and keep trying. Accept what God-given talents you have, and don't be afraid of success.

In the spare time that she has, Carol enjoys photography and reading. People might be surprised to learn that Carol truly enjoys teaching American History and playing different kinds of music as part of the lesson plan. Her daily routine is to swim 30 minutes. She has traveled to 41 out of the 50 states in the United States.

If Carol could give students one piece of advice it would be that education comes first and sports are for fun. Always strive to get better. Most importantly, if you can't lose like you win, then you better win all of the time; integrity and dignity builds good character.

Carol has strong feelings about the future of high school sports from the standpoint of the budget cuts schools are facing. "Even though public education codes indicate no payments should come out of the pockets of student-athletes or their parents, we see the "pay to play" concept on a small scale. We have had to find a way to sustain our school's athletic programs as well as any extracurricular activities. Wouldn't it be grand if every pro team in each city would donate and support the high school athletic programs?" Indeed it would! ■

CONGRATULATIONS CAROL!

HTM – Sports Business Journal Award Nomination

Home Team Marketing had the recent honor of being recognized as a nominee for the *Sports Business Journal's* 2011 *Sports Business Award* in the category of "Best in Property Consulting, Sales and Client Services." HTM was named a finalist for this prestigious award against nominees AEG Global Partnerships, CAA Sports and IMG. Home Team Marketing Founders Jake, Peter and Regan Fitzpatrick, and Patrick Spear and their wives attended the award ceremony at the Marriott Marquis in New York City on May 18th. "We are honored to



be nominated for this prestigious award, especially in the company of the other outstanding finalists" said Peter Fitzpatrick. "When we started HTM, it was with a vision for creating a network of high schools throughout the country; a network that would bring revenues to high schools. Over

the past 10 years we have seen not only our network grow, but also a substantial increase in the need for revenues by schools. We are proud to do what we do and we thank SBJ for recognizing our accomplishments." ■

"How the 'West' Was Won" - Mesquite, Texas *by Chris Melle*



Three cheers for West Mesquite High School, Keith Adams, Principal, and Assistant Principal Lisa Perry, for winning the Wolf Brand Chili label collection competition and the \$5,000 reward!

Principal Adams and Ms. Perry have a collective philosophy of "setting attainable goals" for their students. However, they are quick to note that "attainable goals are not easy goals." They want their students to compete, complete their missions and never quit. In talking with Adams and Perry it's clear that this competition and their victory were not just for the money. It also served as an experience for the student body to take on a big challenge, be creative and gather some life lessons about achievement along the way.

Perry and a team of students were Wolf Brand Chili gurus that came up with very creative ways to enhance the contest fun and increase label collection. Some examples included, a Wolf Brand Chili Dog Decorating Competition. The "Loch Ness Monster Chili Dog" was a fan favorite! Perry and her crew also held competitions for each high school class level to bring in labels and the winning class won a special "Jeans Day." She even got lots of parents involved as they showcased their "Best Wolf Brand Chili Recipes" and served them at a community event that drew way more people than normal and vastly increased their community and parental involvement!

Adams mentioned that all the proceeds are being delivered "right back to the kids" in several different ways through campus programs or purchasing items that the students really need at the school. As Adams proudly stated, "...the kids had a lot fun doing this but they also worked very hard and I will make sure they reap the benefits of their hard work."

Is there anything the West Mesquite High School and Wolf Brand Chili can't do?! We'll soon find out ... as they defend their label collection contest title in 2011! ■

K-Swiss Partnership

Home Team Marketing was proud to partner with K-Swiss again this past Spring in the Train for Life campaign. Participating schools were divided into three divisions, based on enrollment. Members of each participating school community were encouraged to visit the Train for Life web site to individually pledge. Once registered, participants had the opportunity to come back to the site daily to report how they were training, earning a point for each day's activity. The school scoring the most points in each of three divisions won \$15,000 from K-Swiss. The second-place school in each division won \$7,000, and third-place schools won \$1,500. Participants

who enrolled in the program were eligible to win weekly prizes of Apple® iPads. All schools participating in the program automatically received \$600 from K-Swiss.

The first-place winners were Wapello High School (Wapello, Iowa), West Mesquite High School (Mesquite, Texas) and North Mesquite High School (Mesquite, Texas). Second-place winners were Reuther Central High School (Kenosha, Wisconsin), South Fort Myers High School (South Fort Myers, Florida), and Horn High School (Mesquite, Texas). Third-place winners were Thomasville High School (Thomasville, North Carolina), Notre Dame High School (Sherman Oaks, California) and Ironwood High School (Glendale, Arizona). ■

DSR PROFILE:

Mike Gebhard



How long have you worked at Home Team Marketing? I have worked for HTM for 2 ½ years.

What was your first job here? I started at HTM as a Designated School Rep for the Southwest United States.

Hometown? Dallas, TX

High School? Bishop Lynch High School

College? Texas State University

Major? Broadcast Journalism and Business

Dream Job? Closer for the Texas Rangers. I would love to come out of the bullpen and shut the game down. I think the pressure and intensity of everyone in the stadium counting on you would be awesome.

Favorite thing about working at HTM? The people at HTM and the Athletic Directors we get to work with across the country. I feel I'm very lucky to have the ability to work with such great men and women across the country and also be able to support high schools and high school athletics nationwide.

Favorite sports team? Texas Rangers, Dallas Cowboys, and Dallas Mavericks

Something most people don't know about you? I was the play-by-play radio announcer for Texas State University basketball and baseball for 3 years. It was a lot of fun and I got to see some amazing athletes.

Something people would be surprised to know about you? I was in several Dalworth Carpet Cleaning TV commercials as a little kid. In the several commercials I did, I believe I said one line the whole time. My acting career peaked at the age of 4. ■

AD Profile: Dave Steavpak



Dave Steavpak has been the Athletic Director of Ashwaubenon High School in Ashwaubenon, Wisconsin for the past nine years, and he is also an alumnus of the school. After graduating from Ashwaubenon, Dave majored in Physical Education and minored in Health Education at the University of Wisconsin at Stevens Point. He earned his Master's Degree in Education Leadership from Cardinal Stritch University in Milwaukee. Dave is also the Associate Principal and Activities Director at the school.

Dave is passionate about his position and community. The support that the community gives to the school is one of the things Dave likes best about his job. "It is a wonderful community that cares about their children's education and schools," Dave says. He finds great fulfillment in his position as AD from being able to organize events and to actually be a part of those events. He also enjoys his involvement with coaches, parents, athletes and sports. He gets to know the student-athletes, the fans and parents and encourages coaches and athletes to be the best they can be.

Dave's favorite sports team is the Green Bay Packers. His love of the team lies deeper than just the admiration of a successful team. The Ashwaubenon community is just one mile from Lambeau Field. The high school students assist with the "Welcome

Committee" at each home game. This involves the clubs and sports teams of Ashwaubenon High School attending the game and handing out gifts to all the fans that enter Lambeau Field. By participating in the Welcome Committee, the school experiences a fun and exciting way to raise funds for the program. The "Welcome Committee" is just one way that Dave works to fund the athletic program.

Dave faces the funding challenges just as many others do. "We need to continue to encourage students to get involved with after-school activities, whether it is high school athletics or other high school co-curricular programs. The more kids get involved the more the community gets involved and the more school boards understand and appreciate what extracurricular programs mean to the high school climate. Supplemental funding is needed from many sources. The corporate sponsorship is one example of a source of funding that can assist in small and large financial needs. Whether it is to maintain a current program or to initiate the start up costs for a new program, corporate sponsorships will become the norm more than ever before in high school athletic programs in the next ten years. However, I also feel that sponsorship should not drive high school programs. The student-athletes still must be the focal point of all programs," Dave comments.

Dave spends much of his time working as an AD, but also enjoys spending time with his family, working in his yard, exercising and participating in events.

The best advice that Dave has ever received is to appreciate each student for what they have to offer and to attempt to get to know them as more than just a student. Each student has a different story that explains who they are. The more you know about a student, the more you will appreciate your role in their lives. As an enthusiastic AD, Dave leaves his advice "Ability may get you to the top, but it takes character to keep you there." Dave emphasizes and appreciates the integrity of each student and each member of the community that fuel the Ashwaubenon Athletic Program. ■

Sponsor Profile: Farmers Insurance

by Lorien Parry, Account Executive



FARMERS

Farmers Insurance has been a valued corporate partner of Home Team Marketing since 2007. The partnership began with the activation of sponsorships with the Ohio High School Athletic Association and the Texas Association of Private and Parochial Schools and continues to grow to now include eight state association sponsorships across the country. The dollars Farmers commits take many forms, depending on the state association's individual needs. In some cases the money goes toward travel reimbursement for teams making it to postseason championship games. In other cases, the money is used for catastrophic insurance coverage. At the state association level, Farmers grants student-athlete scholarships.

To enhance the program for agents and provide a local sponsorship channel, Farmers expanded its relationship with HTM to include the opportunity for individual agents to sponsor their local schools during the regular season. Farmers agents support the schools with their local and corporate advertising dollars and gain exposure at high school athletic events in the form of signage, public address announcements and schedule magnets. By sponsoring local athletic programs the agents are connecting with the communities where they live and do business.

Farmers' support of high school athletics elevates the level of service that the associations and schools can provide for student-athletes, administrators, and fans. This is a high-profile investment for Farmers and their funding commitment is a huge boost to high school sports nationwide. ■

Profile: Rory Fitzpatrick

St. Ignatius High School, Cleveland, OH
by Katie Gallagher, Student Intern



Rory Fitzpatrick is in his 13th year at St. Ignatius High School, fourth year as athletic director. He directs 15 varsity sports as well as many junior varsity and freshman programs. Fitzpatrick has a lot of energy and enthusiasm for athletes and sporting events. He finds the best part of his job in the dedication and excitement the boys show towards athletics.

Rory graduated from Marquette University where he supported the Marquette sports teams; they are among his favorite teams, along with St. Ignatius teams, the Cleveland Browns, Cavaliers and Indians. Rory's commitment to athletics has led him to begin training for a mini-

triathlon. His determination in his training and commitment to his position as Athletic Director are driven by advice he abides by, "do things the right way." Rory is motivated to do things right the first time he does them. He is always willing to correct his actions in order to do them the right way.

Rory comments on the future of high school sports from a standpoint of the budget cuts schools are facing. "Despite tough financial times and budget cuts, we cannot lose track of the importance of education based athletics. High school athletics provide the student athlete with absolutely unique learning opportunities and the community with an irreplaceable source of pride. The crucial nature of extra-curriculars should be viewed as a community resource of the highest importance." Rory believes that success comes from working well with others. The advice he leaves with his student athletes is "if you want to achieve great things – learn to be selfless." ■

What Would You Like to See in Future Issues of This Newsletter?

If you have any suggestions, please contact Jackie Keim at jkeim@hometeammarketing.com or 866-810-2111 ext. 7251

Home Team Marketing University



HOME TEAM MARKETING UNIVERSITY

HTM has announced the launching of Home Team Marketing University (HTMU) a division of HTM and its companion website www.htmuniversity.com. HTM University specializes in fully integrated marketing campaigns for higher education institutions. HTM University signed its first client in 2002 and the portfolio has grown steadily over the years. Today higher education is the largest brand category for Home Team Marketing. Campaigns can be customized locally, regionally, or nationally and run for the duration of athletic seasons. For further info contact Randy Newell at rnewell@hometeammarketing.com. ■

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Mission Statement

Home Team Marketing is dedicated to the financial support of high school athletics. Our mission is to maintain the reputation of being the best high school funding mechanism in the United States with the highest respect for the high school sports experience.