



## CHSAA Corporate Partners

Building Better People Through Participation

The objectives of the Colorado High School Activities Association are to provide meaningful participatory experiences for students; exemplary platforms for competition promote student-centered activities; and provide leadership to the CHSAA's 340 member public and private high schools.

"High school athletics and activities continue to be an integral part of every community. The involvement of local and statewide businesses as corporate sponsors shows not only support for the students participating, but also provide needed resources to keep these programs operating at an appropriate level. Corporate involvement in these activities is a win-win situation. The students have the resources for an important part of their education and the corporations are providing support for the children of their neighbors, employees and communities." CHSAA Commissioner Paul Angelico said.

"The CHSAA works diligently to partner with corporations, whose marketing initiatives mirror membership core values, Academics Competition, Team Leadership Character Building, Sportsmanship and Equitable Opportunities."

**Wilson Sporting Goods**, one of the nation's largest sporting goods manufacturers, is the official "Ball" company for the CHSAA's State Championships; in addition Wilson provides a financial subsidy to support the Association's efforts in the activities arena.

**Farmers Insurance** has partnered with the CHSAA to recognize student participants making a difference with "Farmers Most Valuable Participants" of the month program. Winners are eligible to win the end of season monetary scholarship to the school of their choice. Selected winners will be featured on promotional ads. Your Farmers agents are there to help you get back where you belong. [www.farmersinsurance.com](http://www.farmersinsurance.com)

**Sports Authority** [www.sportsauthority.com](http://www.sportsauthority.com) is one of the nation's largest full-line sporting goods retailers offering a comprehensive high-quality assortment of brand name sporting apparel and equipment at competitive prices. Sports Authority is committed to Colorado high school athletes and their school communities."

**FirstBank** is headquartered in Lakewood, Colorado, with a commitment to superior customer service, convenience and loyalty to its employees. FirstBank has grown through consumer and commercial lending, superior banking services and a remarkable standard for community investment. FirstBank is now Colorado's second largest depository institution and Colorado's largest locally owned bank. Visit them online at [efirstbank.com](http://efirstbank.com).

**Big O Tires** You might have heard the Big O Tires' motto, "The Team You Trust." Well, it's not just a slogan. With hundreds of independently owned and operated stores across the U.S. you will always find a real person who is a part your same community, who will take a no-nonsense, straight-talk approach to giving you the expert advice, service, workmanship and prices that will keep your vehicle running reliably. That you can trust.

**IBM of Colorado** has partnered with the Association on a special program during the fall athletic season. IBM sponsors the IBM High School Heroes program, Activities Educator of the Week and Official of the Week. These programs recognize those students and adults who are making a difference in high school athletics and activities.

**Echelons Awards & Trophies of St. Louis** has joined the Association as its newest sponsor providing all state championship regional, and district trophies, ribbons and medals for the CHSAA state playoffs. The group sponsors CHSAA posters and calendars.

**KOA Radio 850** joined the Association as the official radio voice of the Colorado High School Activities Association. KOA also provides the CHSAA with assistance in developing public service announcements and in its marketing strategies.

**Kukulski Brothers** is the Official Supplier of State Championship Programs, T-shirts and Souvenirs. You may purchase online at [www.kukulskibrothers.com](http://www.kukulskibrothers.com).

**Wallace Photography** is the “official” CHSAA State Championship Team and Action Photo Partner. [www.wallaceathletic.com](http://www.wallaceathletic.com)

**Tri-Star Event Photos** is the Official Photographer or the State Spirit and Music Competitions. High quality photos for life long memories. Visit [www.tristareventphotos.com](http://www.tristareventphotos.com)

**Advanced Orthopedic and Sport Medicine Specialists** has joined the Association this year providing sponsorship funding and medical personnel to ensure the safety of our participants. AOSMS offers the finest care for our state championship participants and is developing an educational program designed to assist coaches in their work with students, creating an even safer playing environment for the 107,000 student participants in Colorado.

**MaxPreps.com** is the leading online high school sports destination, offering the most comprehensive high school sports coverage, with the latest news, analysis, rankings, and streaming content. MaxPreps.com aspires to cover every high school team, game, and player by partnering with nearly 35,000 varsity coaches throughout the country. A unit of CBS Interactive and a CBSSports.com site, MaxPreps.com was founded in August 2002 and is headquartered in Cameron Park, California. For more information about MaxPreps.com and for the latest high school sports news, scores, and expert analysis, please visit [MaxPreps.com](http://MaxPreps.com). MaxPreps is the Official Statistician and Results Partner of the CHSAA.

**The CHSAA and CHSAA.tv**, the Association’s televising initiative that started last year, has added another partner in **ROOT SPORTS**. The former FSN-Rocky Mountain

regional sports network was home to CHSAA events several years ago and now is a partner in the multi-tiered television plans known as CHSAA.tv.

The partnership with **ROOT SPORTS** is a key element to the continuing development of a broad linear and digital content strategy with CHSAA. The 4A and 5A football and boys’ and girls’ championship games will be broadcast live and are an extension of the regular season commitment **ROOT SPORTS** has made in Colorado. This relationship has great promise because of the strength and quality of **ROOT SPORTS**, the CHSAA, and CHSAA.tv in the state. The CHSAA goal is to continue to expand what is now offered through CHSAA.tv and linear television.

**The Denver Post** is Colorado's media leader, in print and online. With mobile sites, apps for smart phones and tablets, social media connections, e-Editions, blogs, e-newsletters, breaking news alerts and exclusive daily deals, today's Denver Post has something for everybody on every media platform. The Post’s expanded prep sports coverage brings the action home every day. Look for special CHSAA events advertised in The Denver Post culminating with a special 4-page edition honoring the CHSAA’s student academic award winners in June.

Other CHSAA sponsors include, **Kukulski Brothers Apparel, Varsity Corporation and Runner’s Roost**.

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Colorado High School Activities Association