

## CHSAA Corporate Partners

### Making a Difference



The objectives of the Colorado High School Activities Association are to provide meaningful participatory experiences for students; to promote student-centered activities; and to provide leadership to the CHSAA's 338 member public and private high schools in the activities arena.

"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 Bill Reader said.

"The CHSAA works diligently to partner with corporations who's marketing initiatives mirror membership core values, Excellence, Education, Team Leadership Character Building, Sportsmanship and Equitable Opportunities."

**Wilson Sporting Goods**, one of the nation's largest sporting goods manufacturers, provides all the balls for the CHSAA's state championships, in addition to providing 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 sports with FSN Rocky Mountain. 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 us online at [efirstbank.com](http://efirstbank.com).

**Big O Tires** is one of the largest retail tire and auto service centers in the United States. Each store is independently owned and operated by customer-focus individuals who live in the communities that they serve. When you trust Big O Tires and auto service, you are putting your trust in a member of your community...your neighbor.

**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.

**Tri-Star Event Photos** is the Official Photographer of 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.

**Geneva's Embroidery**, Geneva Troutt

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Official embroider of Colorado High School Activities Association.

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Other CHSAA sponsors include **Honig's-Officials Apparel-, Kukulski Brothers Apparel, Wallace Photography, Debourgh Manufacturing, Varvee, Runner's Roost and Sam Taylors Catering.**



**Colorado High School Activities Association**