



Kentucky High School Athletic Association

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KHSAA DISTRIBUTES MORE THAN \$20,000 IN ROYALTIES TO MEMBER SCHOOLS

KHSAA member schools benefitted in the first year of a royalty program with the National Federation of State High School Associations (NFHS) and Licensing Resource Group (LRG), a trademark licensing company with nearly 20 years of experience managing trademark licensing programs for more than 150 colleges and universities, athletic conferences and athletic organizations nationwide.

The program was created to help the KHSAA's 278 member schools collect revenues from royalties collected on merchandise sold at local and national retailers featuring the NFHS logo. The officially licensed hang tags, a creation of LRG similar to hang tags that appear on collegiate merchandise, are individually numbered and track the sale each apparel item, as well as where it originated. Nationally the program distributed more than \$1 million in profits in the first year. The KHSAA distributed \$20,635.75 to its member schools in 240 separate distribution checks.

"While there is no doubt these are challenging economic times for our member schools, we are excited to give them a new revenue source they can use to support their extra-curricular programs," said KHSAA Commissioner Julian Tackett. "We really didn't know what to expect in the first year (of the program) especially since we were not a part of it for the entire year. While the royalty amounts vary by school, we are more than pleased with the way things went and we only expect it to increase as more retailers come on board."

National retailers and regional retailers who belong to the LRG program include Wal-Mart, Walgreens, Lids, Meijer, Dollar General, Hibbett Sports, Dunham's Sports and Kroger.

UPCOMING EVENTS/MEETINGS

July 21-22 KHSAA Board of Control Meeting, Green Turtle Bay Resort, Grand Rivers

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