

NEBRASKA SCHOOL ACTIVITIES ASSOCIATION

Member of the National Federation of State High School Associations



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Attention Advertising Director:

Trying to reach to a wider audience? Trying to hit certain target demographics? If the answer is yes to either or both questions, then - **Get in the Game!** Advertise in the Nebraska School Activities Association state championship programs.

Each year the NSAA State High School Championships attract people from around the state to Lincoln, Columbus, Grand Island, Hastings, Kearney, Norfolk, North Platte, and Omaha – where NSAA championship events are held. Grandmothers, grandfathers, moms, dads, aunts, uncles, etc., come to watch the State High School Championships. Entire towns will follow their schools all the way to “State.” In fact, 320,772 people paid to attend NSAA state championship events last year. There is no better way to reach a wider demographic audience or specific groups than advertising in the NSAA championship programs. Why? Because everyone comes to the state tournament!

I would like to invite you to consider the advantages of advertising in this year’s Nebraska high school state championship programs. These programs, produced by the Nebraska School Activities Association, are wonderful keep-sake items that link the coaches, competitors and fans to their memories of qualifying and participating in the state championships.

Every program is professionally produced and serves as an ideal vehicle to deliver your message to an audience of teens and adults alike. Program content includes event schedules, history, and records, plus complete rosters and statistics for each team and the names and schools of the individuals qualifying for our state championships.

Enclosed you will find a brochure providing details of this year’s events, dates, advertising rates, deadlines, and requirements for placing your ad. If you have further questions, please contact me at 402-489-0386. You may also e-mail me jangele@nsaahome.org.

Get in the Game, and deliver your message to Nebraskans by advertising in the 2010-11 NSAA State Championship programs.

Sincerely,

Jim Angele
NSAA Director of Publications

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Director

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