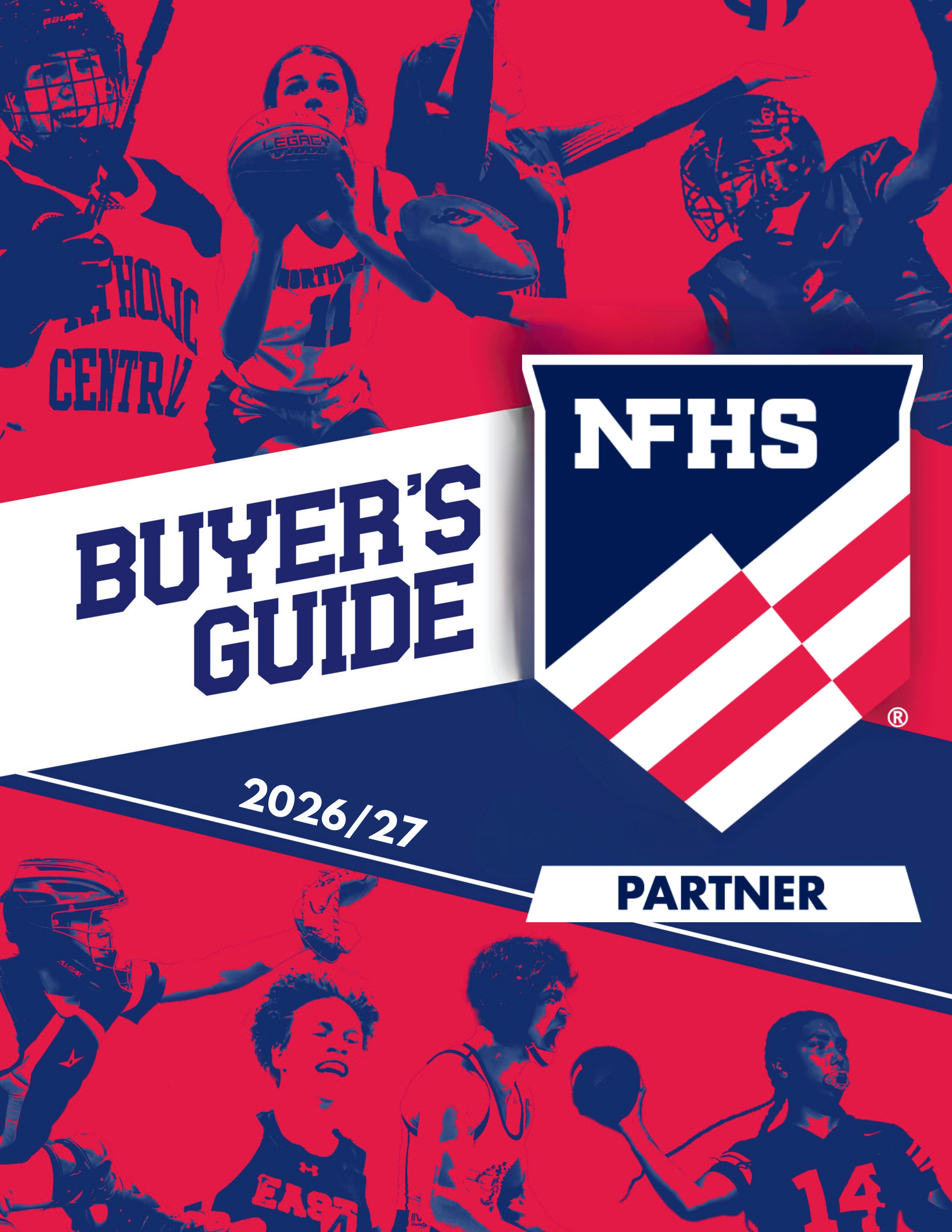




BUYER'S GUIDE

2026/27

NFHS

PARTNER



THE NFHS THANKS OUR CORPORATE CHAMPIONS AND PARTNERS



Corporate Champions



Corporate Partners



September 2026

We are excited to introduce you to the NFHS Partners Buyer's Guide, a valuable resource designed to support associations, schools, coaches, and student-athletes. This guide features our NFHS Corporate Partners, organizations that share our mission of promoting education-based athletics and activities, and are dedicated to providing the resources necessary to enhance the overall high school experience.

The NFHS Partners Buyer's Guide serves as a trusted reference for high-quality products and services that can help streamline operations, improve safety, and elevate the overall athletic and activities experience. Whether you are looking for cutting-edge technology, equipment, or professional services, our Corporate Partners are committed to equipping athletic administrators and coaches with the tools they need to succeed.

By working with these partners, associations and high schools can access industry-leading solutions while supporting those who actively invest in the future of high school sports and activities.

We encourage you to explore the NFHS Partners Buyer's Guide and take advantage of the valuable partnerships we have cultivated. If you have any questions or need assistance, please do not hesitate to reach out.

Thank you for your continued commitment to education-based athletics. We look forward to working together to enhance the student-athlete experience nationwide.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Koski", with a long horizontal flourish extending to the right.

Mark Koski
Deputy Executive Director, Strategy and External Affairs
NFHS

A handwritten signature in black ink, appearing to read "Matt Wolfert", with a stylized, cursive script.

Matt Wolfert
VP and General Manager, NFHS and NFHS Network
Teall Properties Group

THE PROBLEM

3 OUT OF 4 HELMETS USED ON FIELD UNDERPERFORM

In 2025, 3 out of 4 High School helmets
were 3-stars and not recommended by
Virginia Tech



THE GOOD NEWS

ALL HELMETS FROM SCHUTT AND VICIS ARE FIVE-STAR RATED

Game-changing technology from two of the game's
most iconic brands is available for the the 2026 season.



schutt

F7AiR

FIVE STAR-RATED

★★★★★



FEATURING SCHUTT'S ONBOARD AIR-LOCK SYSTEM

Experience game-changing comfort with the first-ever football helmet featuring revolutionary integrated AiR Technology. This helmet is designed with a groundbreaking onboard AiR-Lock system that locks in the entirety of your head for a personalized fit that can be adjusted on the fly, by the athlete, without the use of a handheld pump.

EXPLORE
SCHUTT



VICIS

ZERO2

FIVE STAR-RATED

★★★★★



THE GAME'S ONLY DEFORMABLE OUTER SHELL

Flexible outer shell technology, exclusive to VICIS helmets, allows the ZERO2 to respond like no other helmet on the market. By deforming like a car bumper, impact forces are absorbed at the point of contact, before they reach the head. The result is not only groundbreaking protection, but a helmet that feels like no other.

EXPLORE
VICIS





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Everything you need to fundraise, manage, your programs, and communicate with participants and staff

—all in one app.



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**Connect with a Snap!
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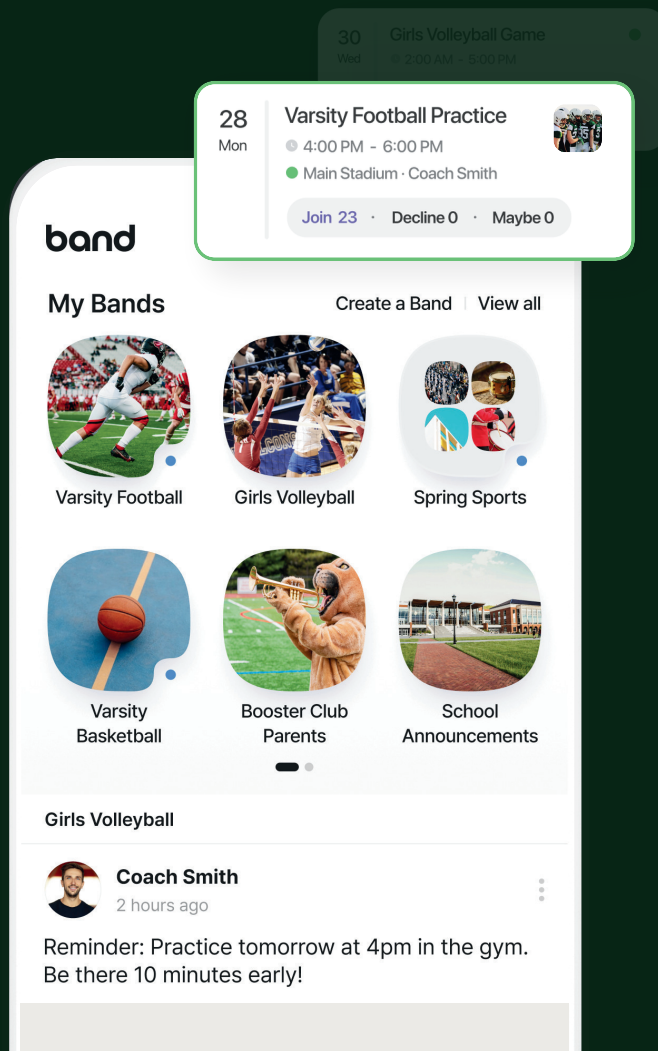
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and athletes



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Built for those who support high school athletics



Showing up is part of the job. Early mornings, late nights and full seasons come with the territory.

Your insurance should show up, too.

As the Official and Exclusive Educators Insurance Partner of the NFHS, Horace Mann offers coverage designed for the educators and coaches behind the game — on the field, in the gym and everywhere in between.

Why choose Horace Mann:

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league tested. Coach approved.

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PitchKount is a comprehensive system focused on streamlining pitch count data management – ensuring better accountability, transparency, rule adherence and player safety.

PITCHKOUNT PROVIDES ...

- **In-game alerts** of max limit and ineligible pitchers
- Individual home page for association member schools
- Association admin page to oversee & manage pitch count regs
- Admin alerts of pitch count violations
- Admin alerts of missing game reports
- Daily pitcher eligibility report for each school
- Ability to review opponent's eligibility report prior to games
- Mobile accessibility + data security
- Automatically days-of-rest calculations
- Efficient tracking of varsity and sub-varsity pitchers
- Integrated with AthletesGoLive scoring app

IMPROVE EFFICIENCIES + AVOID INFRACTIONS

Contact usatsales@pitchkount.com to take the first step in securing PitchKount for your program.

"PITCHKOUNT'S VIOLATION AND MISSING GAME REPORT ALERT GIVES ME THE ADMINISTRATIVE TOOLS TO ENSURE TEAMS ARE COMPLIANT."

Jeff Cluff Utah High School Activities Assoc. Asst. Director over Baseball

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every Game

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Free poles must be FXV or ONE vaulting poles. Free poles must be selected when order is placed. Free poles may be any length but no special flexes. Offer valid March 1 - April 30, 2026. Excludes Essentials pits and Composite poles. Available only for orders shipped in the contiguous United States. May not be combined with any other sales offers, programs or discounts.

OFFER VALID MARCH 1 - APRIL 30

 **PACER**

BUY 1 GET 1 THROWS

DISCUS • HAMMERS • SHOTS

Offer valid for G-Series discus, stainless steel shots, and stainless steel hammers. Carbon discus excluded from offer. Offer is valid April 1 - May 31, 2026. Free throws must be of equal or lesser value. Offer on limited inventory and doesn't apply to backorders. Standard shipping rates apply. May not be combined with any other sales offer, programs, or discounts.

OFFER VALID APRIL 1 - MAY 31



GAMETIME



**NFHS
PROUD
PARTNER**



STOP SCREENING MUSIC.

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Neptune GameTime,
the official custom
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NFHS, gives you a
customized gameday
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on additional full stations

neptunenow.com

GameTime



REC 0:47:25

SHARE THIS MOMENT WITH CONFIDENCE.

School Music License provides the music permissions that K-12 schools need to share moments like this online, without copyright risk.

SIMPLIFIED MUSIC LICENSING FOR:



Game and event streams



Social media posts and highlight reels



On-demand and archived recordings



Hype and promotional videos



Awards presentations

SEE HOW IT WORKS →



SCHOOL MUSIC
LICENSE



PARTNER



Stand with Pat Summitt to amplify the voices of those affected by Alzheimer's and dementia, honor Coach Summitt's legacy, and unite your team and community through We Back Pat events .



How can YOU Back Pat?



Players

Register to 'back pat' and create your personal and/or team fundraising page.



Coaches

Talk to your teams about participating in We Back Pat.



Officials

Register to 'back pat' and create your personal fundraising page and/or join the Officials Back Pat Team.

Incentives



\$100
T-Shirt



\$250
Swag Bag



\$500
Sweatshirt



Top Fundraiser
Custom Shoes

Why Back Pat?



The We Back Pat game exists because of a promise made in a powerful moment. When Pat Summitt shared her Alzheimer's diagnosis, Vicki Baugh stood up and said, "Pat, we've got your back." That promise became the reason for the game—an opportunity to stand with Coach Summitt, support those affected by Alzheimer's and dementia, and show that no one faces this disease alone.

Register Your Game and learn more about We Back Pat at webackpat.org





BAG TAGS INCTM

PROUD PARTNER OF THE NFHS



PARTNER

- Event Credentials
- Custom Lanyards
- Custom Bag Tags

SECURE, DISTINCT, MEMORABLE

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Partnership Pricing**

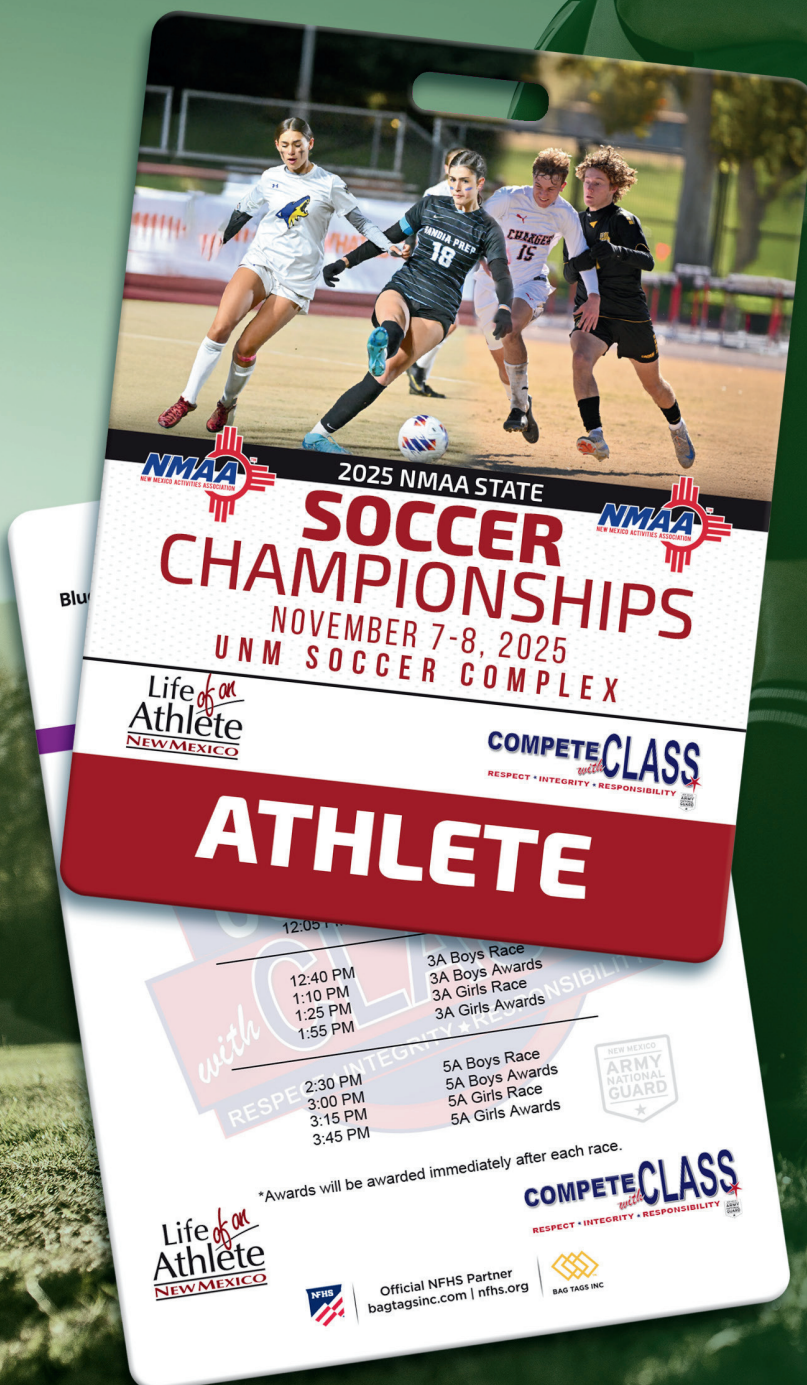
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PARTNER



BAG TAGS INC



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Get started at **RefReps.com**



Interactive Learning

Access digital curriculum with live game POV videos, simulations, and assessments.



Leadership & Decision-Making Confidence

Learn from the official's perspective to build communication and decision-making skills.

Career Pathways

Get certified, start earning money, and help address the officiating shortage - even before graduating.

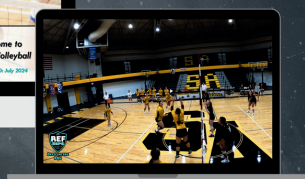


Continued Engagement in Sports

Earn a competitive advantage in the games you love to play - and find a way to stay involved longer.



Trusted by **50,000+ learners** and instructors worldwide.
Hear what they think of RefReps.





Exclusive Athletic Development
& Curriculum App of the NFHS

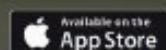


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- AI Assistant for all coaching needs
- Immediate safety, eligibility, and compliance information
- Streamlined communication tools for your program
- Integrated sports-specific development and assessment drills and workouts



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Baseball and Softball Base and Double First Base
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Baseball and Softball Field Screen

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BAND

"Official Team Communication App Partner"

American Red Cross

National Philanthropic Partner

Certor Sports (VICIS/Schutt)

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FinalForms

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Horace Mann Insurance

"Official and Exclusive Educators Insurance Partner"

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"Official and Exclusive Event Merchandise Partner"

Snap! Mobile

"Official and Exclusive Fundraising Platform Partner"

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"Official and Exclusive Cheerleading and Dance Apparel Partner"

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"Official and Exclusive Spirit Band Events Partner"

"Official and Exclusive Spirit Events Partner"

"Official and Exclusive School Band and Color Guard Apparel Partner"

Watchfire

"Official and Exclusive Scoreboard & Videoboard Manufacturer Partner"



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"Official and Exclusive Signage and Graphic Solutions Partner"

AthletesGoLive

"Official and Exclusive Baseball and Softball Scoring App Partner"

Bag Tags

"Exclusive Event Credentials, Custom Lanyards, and Bag Tag Partner"

Ballogy

"Official and Exclusive Athletic Skills Development & Curriculum App Partner"

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"Official Wrestling Headgear Partner"

Bison

"Official and Exclusive Basketball Equipment Partner"

"Official and Exclusive Soccer Goal Partner"

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Running shoes and team grant program

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"Official and Exclusive Field Screen Partner"

"Official and Exclusive Baseball Field Equipment Partner"

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"Official and Exclusive Double First Base Partner"

Conn Selmer

The largest manufacturer of brass, percussion, and woodwind instruments in the U.S

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Ephesus Sports Lighting

"Official and Exclusive Sports Lighting Partner"

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Gill Athletics

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Gipper

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Hub International

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Premier high school licensing providing technology, management, and marketing

Max Preps

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MileSplit

"Official Cross Country/Track & Field Registration Platform Partner"

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"Official Custom Music Solution Partner"

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Perry Weather

Weather alert systems

PitchKount

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RefReps

"Official and Exclusive Officiating Education Technology and Curriculum Partner"

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Rights to stream, post, and archive school performances including copyrighted music

SMi Awards

Gifts and Awards

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Spec Seating

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Sports Imports

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Tiny Mobile Robots

"Official Robotic Line Painting Partner"

Universal Tennis

Tennis Rankings

Varsity Performing Arts

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"Official and Exclusive School Band and Color Guard Apparel Partner"



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The largest manufacturer of brass, percussion, and woodwind instruments in the U.S.

FinalForms

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