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February 5, 2018

State High School Association Executive Name  
Title  
State Association  
Address  
City, State Zip

Dear State High School Association Executive,

The National Sporting Goods Association (NSGA) is sending you this letter regarding official ball adoption agreements for state tournament competition by high school associations in the United States. We believe there is an option, which would not only potentially increase revenue for your association, but also open the marketplace for sporting goods dealers.

NSGA would like for you to consider having at least two adopted ball options per sport. This would give school athletic departments and their coaches the ability to choose the balls which best suit their needs from cost, availability and playability standpoints. Although most states allow the use of any NFHS approved ball during the regular season, most coaches want to practice and play with the brand of ball they will be use in their postseason.

Having adopted ball options would also help the local business communities and encourage schools to work with their local sporting goods dealers. There are cases where local dealers could basically be excluded from a school's purchasing process because they may not have access to the adopted ball. An example of such market practice is included as an attachment to this letter. As a result, schools could be forced to take their business out of their communities, and potentially out of their state, so they can make their adopted ball purchases.

Multiple ball adoptions could lead to additional revenue streams for your association. Your state organization could potentially have two or three partners as contributing sponsors instead of one. This option would also prevent a single, exclusive manufacturer from setting an unreasonable price, which is eventually passed down to the end users at the schools.

Thank you for taking the time to read this letter and consider your options regarding official ball adoptions. Our NSGA staff is prepared to answer questions as your organization contemplates its decision. If you would be so kind as to reply with the outcome of your deliberations, it would be most appreciated.

If we can provide further assistance, please do not hesitate to contact me at mcarlson@nsga.org or 847-296-6742, ext. 1030 or Marty Maciaszek directly. Marty can be reached at 847-296-6742, ext. 1260, or via email at mmaciaszek@nsga.org.

Sincerely,

A handwritten signature in black ink that reads "Matt Carlson". The signature is fluid and cursive, with the first name "Matt" being more prominent than the last name "Carlson".

Matt Carlson  
NSGA President & CEO  
National Sporting Goods Association

Attachment: Announcement from a manufacturer regarding product distribution agreement

cc: NSGA Board of Directors  
NSGA Team Dealer Advisory Committee  
Marty Maciaszek, Director of Team Dealer Division, NSGA  
Bob Gardner, Executive Director, National Federation of State High School Associations