



ACHIEVEMENT AND SATISFACTION COME WITH YOUR HIGH SCHOOL UNIFORM.



This message presented by the Kansas State High School Activities Association and the Kansas Interscholastic Athletic Administrators Association.

RES: press ready

MEDIA: Print Ad

INSERTION: NA

LIVE: NA

TRIM: 5.5" x 8.5"

BLEED: +.125"

JOB: NIA-019-PrintAd-GirlsSoftball-5.5x8.5-FNL.indd

DATE: 12/15/14

NAME:	EM	RC	DC	IM	CLIENT
APPROVAL:	OK	OK	OK	OK	OK





In non-school sports, nobody's cheering for you.
In high school sports, everybody is.

Nothing brings communities together like high school sports. Whether it's playing a Friday night game in a sold-out gym or making a run at a conference championship, nothing compares to the thrill of wearing the uniform of your high school.



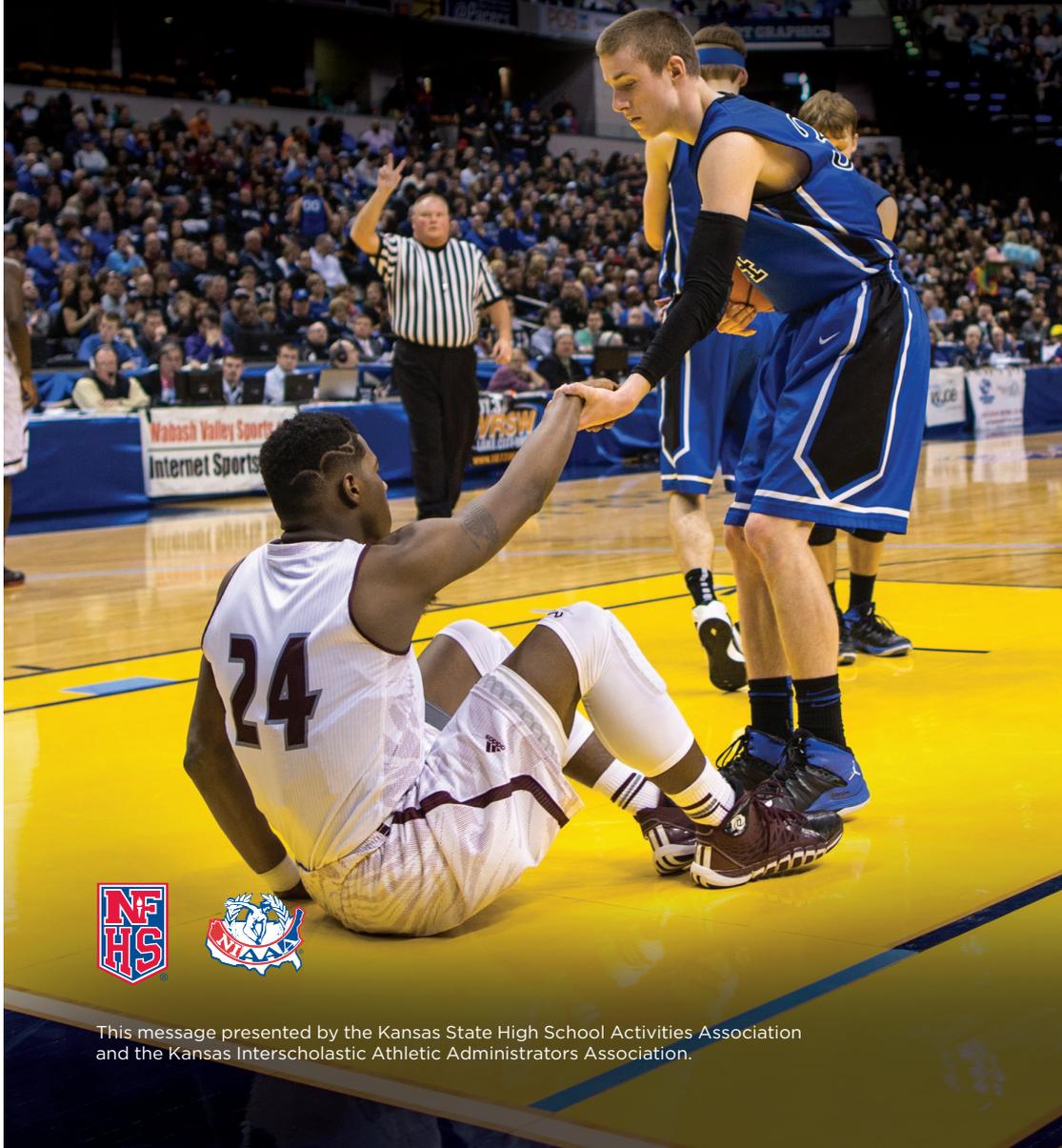
This message presented by the Kansas State High School Activities Association and the Kansas Interscholastic Athletic Administrators Association.

NAME:	EM	RC	DC	IM	CLIENT
APPROVAL:	OK	OK	OK	OK	OK





MUTUAL RESPECT AND SPORTSMANSHIP COME WITH YOUR HIGH SCHOOL UNIFORM.



This message presented by the Kansas State High School Activities Association and the Kansas Interscholastic Athletic Administrators Association.

NIA-019-2015Campaign-PrintAd-BoysBasketball-5.5x8.5-FNL-AllUp.indd 17



JOB: NIA-019-PrintAd-BoysBasketball-5.5x8.5-FNL.indd DATE: 12/15/14

NAME:	EM	RC	DC	IM	CLIENT
APPROVAL:	OK	OK	OK	OK	OK

RES:	12/18/14 11:22 AM press ready
MEDIA:	Print Ad
INSERTION:	NA
LIVE:	NA
TRIM:	5.5" x 8.5"
BLEED:	+125"



In non-school sports, you can make the team. But in high school sports, you can make history.

Wearing the uniform of your high school comes with a big responsibility. Your community cheers for you. Your teammates count on you. And you have the opportunity to make history by competing for a state championship. Do you have what it takes?



This message presented by the Kansas State High School Activities Association and the Kansas Interscholastic Athletic Administrators Association.

NIA-019-2015Campaign-PrintAd-Baseball-5.5x8.5-FNL-1 17



12/12/14 3:34 PM

RES: press ready

MEDIA: Print Ad

INSERTION: NA

LIVE: NA

TRIM: 5.5" x 8.5"

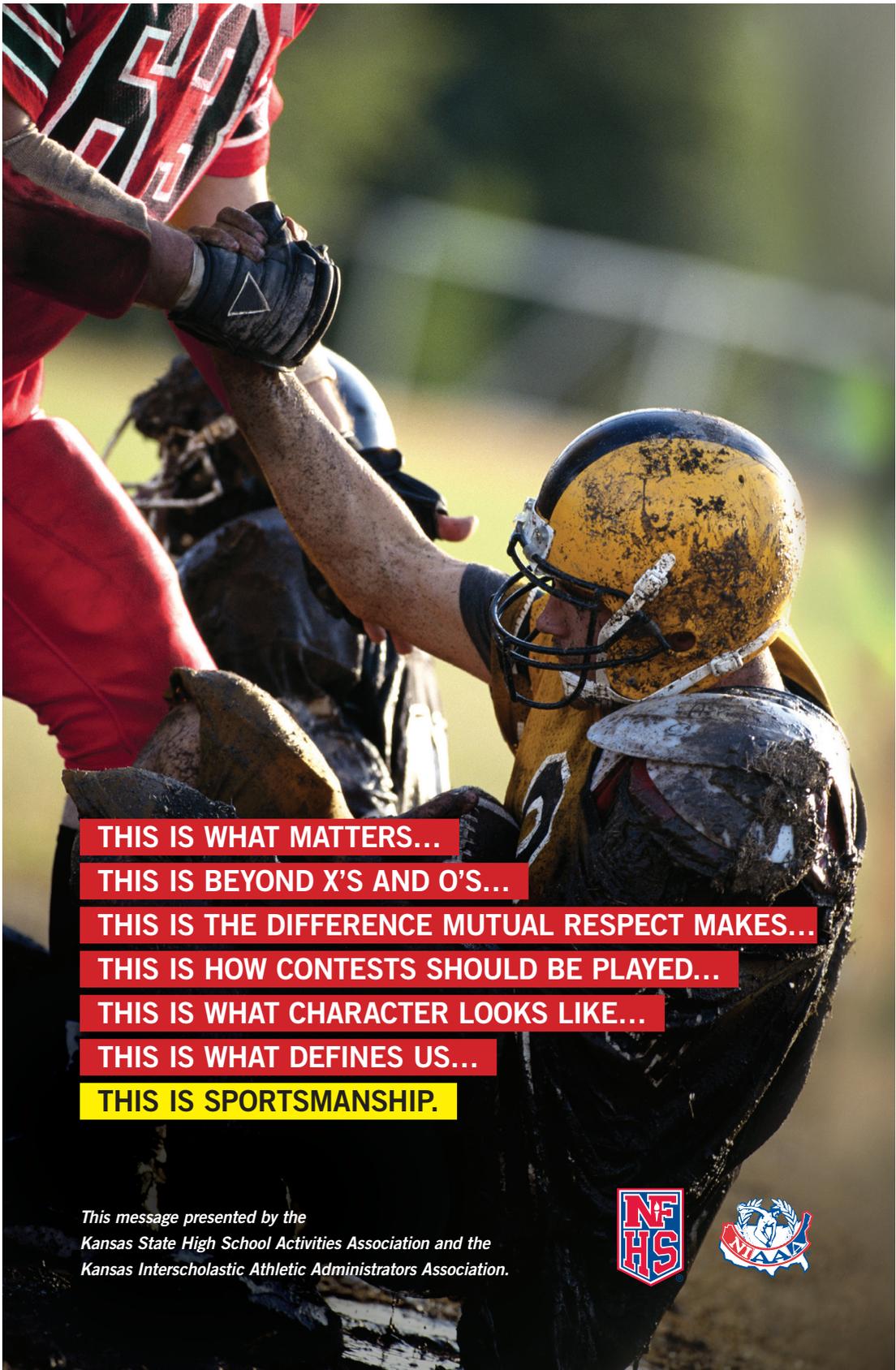
BLEED: +.125"

JOB: NIA-019-PrintAd-Baseball-5.5x8.5-FNL.indd

DATE: 12/15/14



NAME:	EM	RC	DC	IM	CLIENT
APPROVAL:	OK	OK	OK	OK	OK



THIS IS WHAT MATTERS...

THIS IS BEYOND X'S AND O'S...

THIS IS THE DIFFERENCE MUTUAL RESPECT MAKES...

THIS IS HOW CONTESTS SHOULD BE PLAYED...

THIS IS WHAT CHARACTER LOOKS LIKE...

THIS IS WHAT DEFINES US...

THIS IS SPORTSMANSHIP.

*This message presented by the
Kansas State High School Activities Association and the
Kansas Interscholastic Athletic Administrators Association.*





If an individual student athlete or team wins, it's an amazing thing.
It's also just the icing on the cake.

Young people who participate in education-based athletics are already winners. Studies show that, win or lose, participation helps to impart skills they can use to enjoy greater success in other areas of their lives. That's what makes school sports a winning part of a complete education.



This message presented by the
 Kansas State High School Activities Association and the
 Kansas Interscholastic Athletic Administrators Association.





Thanks, Coach

Without a committed team of coaches and athletic administrators, education-based athletics just wouldn't be possible. Coaches are role models, educators, and advisors. They encourage excellence in and out of the classroom. Their work requires extraordinary amounts of time and energy, for very little pay. Simply put, they bring out the best in *all* of us.



This message presented by the Kansas State High School Activities Association and the Kansas Interscholastic Athletic Administrators Association.





He worked out early, practiced late,
and then studied deep into the night.

The next day, he did it all over again.

He knew the extra effort he made
being a student-athlete today...



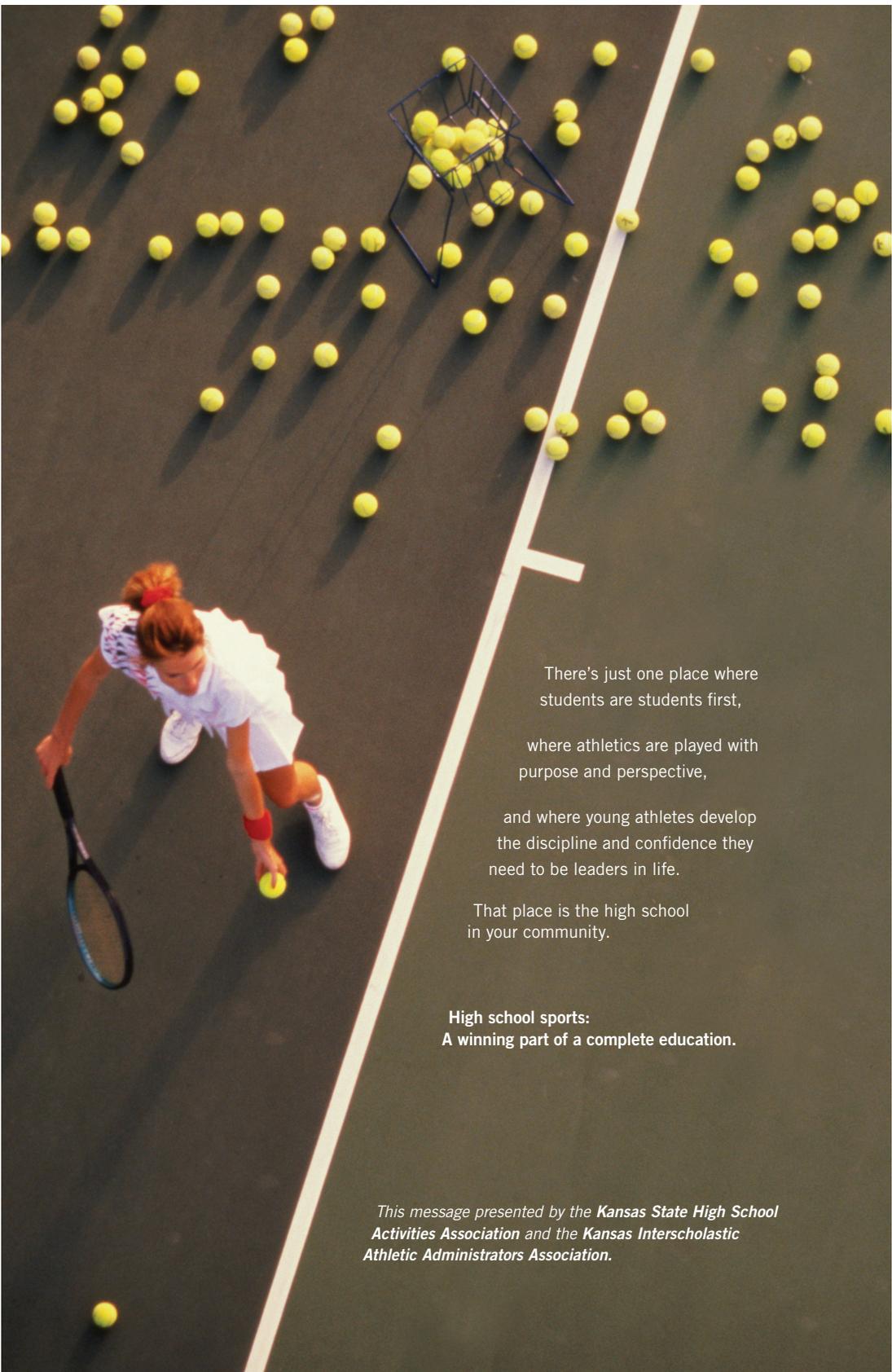
...would help him do even bigger
things in life tomorrow.



High school sports:
A winning part of a complete education.

*This message presented by the **Kansas State High School Activities Association** and the
Kansas Interscholastic Athletic Administrators Association.*





There's just one place where
students are students first,

where athletics are played with
purpose and perspective,

and where young athletes develop
the discipline and confidence they
need to be leaders in life.

That place is the high school
in your community.

**High school sports:
A winning part of a complete education.**

*This message presented by the **Kansas State High School
Activities Association** and the **Kansas Interscholastic
Athletic Administrators Association.***

