



\*\*\*\*\* FOR IMMEDIATE RELEASE \*\*\*\*\*

## **Eventlink® announces exclusive partnership with the Indiana High School Athletic Association (IHSAA)**

March 14, 2023

Lafayette, IN-based Eventlink® announced today a partnership with the IHSAA who now recognizes the company as the exclusive digital athletic department event management software provider. This designation means that Eventlink® will work directly with the IHSAA to help Indiana Athletic Directors work more efficiently and provide the IHSAA with their own custom scheduling solution for meetings and other official events.

Eventlink® – used in 99% of Indiana high schools for athletic event management – has long been the favorite of Athletic Directors in the state. “We’re very excited about this partnership and exclusive event management designation,” said Brandon Smith, Director of Eventlink®. “We look forward to continuing to serve our customers and their school communities with our suite of products.”

“The IHSAA is pleased to announce this partnership with Eventlink®,” said IHSAA Commissioner Paul Neidig. “We look forward to collaborating with Eventlink® in an effort to provide more efficient and comprehensive event administration solutions for our member schools and the public we serve.”

\*\*\*\*\*

### About [Eventlink®](#)

Eventlink® is the best-in-class event scheduling software for schools’ athletic departments and main office. As the leading athletic scheduling software in Indiana, Eventlink® is the perfect tool for parents, schools, and athletic departments. A one-stop shop for everything event related, Eventlink® has something for everyone. Parents and students can stay connected by choosing the school events they want to see, and track of all their activities in one place. Perfect for schools and athletic directors, Eventlink® easily syncs calendars for the school district as well as schedule athletic practices, games, and officials. This combination of market knowledge, connections, and willingness to invest in the future make Eventlink® a powerful brand for parent company [SDI Innovations](#).

- Contact Brandon Smith at Eventlink® for more information. [brandon@eventlink.com](mailto:brandon@eventlink.com)

### About the Indiana High School Athletic Association, Inc. (IHSAA)

The IHSAA is a voluntary, not-for-profit organization that is self-supporting without the use of tax monies. Since its founding in 1903, the Association’s mission has been to provide wholesome, educational athletics for the secondary schools of Indiana. Its 407-member high schools - public, institutional, parochial and private – pay no annual membership fee or incur entry fees to play in the Association’s tournaments. A state tournament series is conducted annually in 22 sports, 10 for girls, 10 for boys and two co-ed (unified flag football and unified track and field). A 19-person board of directors, elected by member school principals, governs the organization.