

COUNTRY FINANCIAL® JOINS IHSAA TO ADVANCE SPORTSMANSHIP ACROSS IDAHO IN NEW PARTNERSHIP

BOISE, ID (March 4, 2026) – The Idaho High School Activities Association (IHSAA) today announced a new multiyear sponsor partnership with COUNTRY Financial, brokered by IHSAA Sports Properties, an extension of Playfly Sports.

Taking effect this season, the partnership will see COUNTRY Financial become the presenting sponsor of the IHSAA Statewide Sportsmanship Campaign entitled ‘*A GEM State of Mind - Give Everyone Their Moment*’.

As part of this partnership, COUNTRY Financial will also proudly sponsor:

- Give Everyone Their Moment Sportsmanship Contest, providing an opportunity for schools to vote for and win a \$5,000 donation
- Sportsmanship Team of the Tournament Program, recognizing the team who shows up and demonstrates strong sportsmanlike qualities
- The newly created Coaches in the Classroom Program, recognizing coaches who go above and beyond to help all students and student-athletes achieve their best with a \$500 quarterly classroom donation.

“We are honored to be partnered with a brand that truly cares about giving back to the community and working daily to enrich lives in the communities they serve,” said Chad Williams, Executive Director of the IHSAA. “COUNTRY Financial is helping us elevate our incredible talent, giving them the spotlight and recognition they deserve.”

“We are honored to be partnering with IHSAA to further encourage and recognize sportsmanship through various programs” said Cody Harmon, District Leader at COUNTRY Financial. “Our company’s vision is to enrich lives in the communities we serve, and supporting local schools and athletes is one of the most meaningful ways we can make that vision a reality. We believe investing in these opportunities helps build stronger communities for the future.”

“This partnership puts forward the everyday heroes of our communities, and it’s a gratifying feeling to see the work of multiple years come to life, especially when it’s for a great cause,” said Brandon Riley, General Manager of Playfly’s IHSAA Sports Properties. “So many kids look up to their coaches as life mentors, so creating a partnership that highlights them and benefits youth sports is positive all-around.”

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ABOUT COUNTRY FINANCIAL®

COUNTRY Financial serves over one million households and businesses throughout the United States and offers a full range of financial products and services from auto, home, business, farm and life insurance to retirement planning services, investment management and annuities. To learn more about COUNTRY Financial, visit www.COUNTRYFinancial.com

ABOUT PLAYFLY SPORTS

Playfly Sports, the sports industry’s leading revenue maximization company, drives growth for its partners across the sports ecosystem – including 2,000+ brands, 100+ professional teams, 65+ college

athletic departments, all U.S. local sports networks and associated streaming platforms, and other marquee properties. Its fan engagement platform allows its partners to reach and engage over 85% of all U.S sports fans. Playfly builds and implements custom strategies across media, sponsorship, premium experiences, ticketing and fan engagement offerings through proprietary data, innovative technology and compelling storytelling. Playfly operates an expansive portfolio of services with a data-driven and fan-focused approach to maximize revenue yield in key growth areas, such as media, sponsorship, ticketing, premium experiences and fan engagement offerings. Founded in September of 2020, Playfly Sports is now home to approximately 1,000 team members located across 43 U.S. states and internationally dedicated to maximizing the impact of highly passionate local sports fans. The company has been named a *Best Place to Work in Sports* by Sports Business Journal, Front Office Sports, and Newsweek. To learn more, follow Playfly Sports on social media platforms or visit www.Playfly.com

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