



5 Years of Gold: MSSADA x Gold Athletics Exclusive Partnership

Dear MSSADA Member Athletic Directors,

Boston, MA - The Massachusetts Secondary Schools Athletic Directors Association (MSSADA) is excited to announce a 5-year exclusive sponsorship with Gold Athletics, a premier resource for effective sports fundraising. As a premier sponsor, Gold Athletics will be the only fundraising company to partner with MSSADA during the contract and will be invited to present at the annual Executive Board reception and Conferences.

"This partnership is integral to the success of our programming and allows MSSADA to continue our mission and reach even more individuals within the athletic administration field. With Gold Athletics' help, we will make an immense difference in the association." says Matthew Trahan, C.M.A.A., MSSADA President, "we are so pleased and grateful to have Gold Athletics as our partner in sports fundraising."

Gold Athletics offers thirteen different fundraiser options and provides a unique, custom-tailored approach for each team's specific needs. In 2022, Gold Athletics partnered with 471 new programs, reaching more than 40,000 users on the Gold Athletics App across the US.

MSSADA's partnership with Gold Athletics will allow our members to tap into a wealth of fundraising expertise & resources.

"We are very excited to have Gold Athletics come on board!" says Fran Whitten, MSSADA Executive Director. "Gold Athletics is transforming the world of sports fundraising with their innovative approach."

About Gold Athletics

Gold Athletics is a Massachusetts-based national fundraising powerhouse that helps teams score big when it comes to raising money for their programs. Whether it is their well-known Gold Cards, catalog of exclusive direct-to-supporter products; or their Gold Rush online donation platform, Gold Athletics has a winning game plan for reaching fundraising goals. With a dedicated team of experts at the helm, and a passion for providing top-notch customer service, Gold Athletics is the ultimate MVP in the world of fundraising. Take a look at milestones the company reached last year, [here](#).