



Texas High School Coaches Association Forms Exclusive Partnership with Signing Day Sports

High school coaches throughout the state can access Signing Day Sports' next-gen recruiting platform that showcases athletic talent to college coaches nationwide

SAN MARCOS, TX (July 7, 2021) – The Texas High School Coaches Association (THSCA) announced today an exclusive, strategic partnership with [Signing Day Sports](#), a forward-thinking technology company that is revolutionizing the recruiting space with user-friendly apps that showcase athletic talent to coaches nationwide.

“We are always seeking innovative ways to improve the coaching profession and ultimately support our Texas high school athletes,” said THSCA Executive Director Joe Martin. “Signing Day Sports provides more visibility to players at a scale never possible before. Most importantly, we were impressed with the integrity of the Signing Day Sports leadership team. Their vision aligns with ours, and their products support our Straight Line Recruiting protocol, an initiative we created to streamline communications between college and high school coaches.”

The multi-year deal empowers high school coaches statewide to register their players with the next-gen platform, which offers promotional pricing for THSCA participants. Key benefits include:

- Athletes can upload video-verified measurables and testing, official fundamental and drill recordings, game schedules and stats, and interview questions to highlight the intangibles of their athletic character all in one app.
- High School and club coaches can manage rosters and depth charts, communicate internally with players and staff, remain aware of recruiting communications, and advocate for their athletes all in one place.
- Collegiate and professional coaches and scouts can find recruits that meet any level of criteria, can plan out recruiting classes for years to come, and can trust and evaluate talent through video-verification and analysis in one single platform.

- More athletes, coaches, and recruiters will be able to find each other than ever before, facilitating and leading to more offers, scholarships, and successful programs on a national scale.

Based in Scottsdale, Arizona, Signing Day Sports was founded by a group of former professional athletes and coaches who saw the need to improve the college sports recruiting landscape. Founded in 2020, the firm is experiencing explosive growth as more coaches, parents and student athletes embrace Signing Day Sports as a trustworthy platform to showcase athletic skill and talent.

“The Texas High School Coaches Association is widely regarded for its long-standing commitment to ‘Helping Coaches Help Kids,’” said John Dorsey, CEO of Signing Day Sports. “We are honored to form a strategic partnership with them, and we look forward to establishing strong relationships with Texas high school coaches as their players begin to use and interact with our sports platform.”

For more details about the Texas High School Coaches Association, visit www.thsca.com.

To learn more about Signing Day Sports, or to watch video demonstrations, visit www.signingdaysports.com.

###

MEDIA CONTACTS:

Tyler Watts, Directors of Public Relations & Activation (on behalf of THSCA)
tylerwatts@thsca.com (o) 512-392-3741

Sue Kern-Fleischer, OH Partners (on behalf of Signing Day Sports)
s.kern-fleischer@ohpartners.com, (c) 602-810-1404

About Texas High School Coaches Association

The Texas High School Coaches Association (THSCA) is the principal advocate and leadership organization for Texas high school coaches. With a membership of over 23,000, THSCA provides the highest quality representation, education, and services to Texas high school coaches and affiliate members and enhances the professionalism of coaches and the schools they represent. Our mission statement is simply this: To help and serve our Texas high school coaches as they work to help and serve our student athletes. "HELPING COACHES TO HELP KIDS". For more information, visit www.THSCA.com

About Signing Day Sports

Signing Day Sports is dedicated to creating a community using world class technology that provides every athlete and coach in the world maximum exposure. Led by former athletes and

coaches who want to improve the college sports recruiting landscape, Signing Day Sports provides digital resources to upload videos that demonstrate and verify every aspect of an athlete's game. For more information, visit www.signingdaysports.com.