

2023-2024 Detailed Market Segments

Lori Mansell

Texas and National Associations, (excluding Sports, Military and Religious Associations)

- Educational Associations
 - Associations for Students of Primary, Secondary, Higher or Vocational
 - Associations for Educational Administrators and Teachers

Breanna Gallagher

Social

- Reunions
- Pageants
- Weddings
- Festivals
- Social Cultural Events
- Hobby Clubs
- Collector's Clubs
- Car Clubs
- Animal Clubs & Competitions

Military

- Active Military
- Military Reunions
- Military Associations

Government

- City
- State
- Federal

Education

- Primary, Secondary, Higher or Vocational
- Non-Sports School Club's functions & Competitions (i.e. band, choir, debate)
- Class Reunions
- Alumni Groups

Religious

- Church Groups
- Religious events
- Religious Associations
- Spiritual Groups
- Religious Cultural Events

Fraternal

- Social Fraternities & Sororities
- Professional Fraternities & Sororities

Tour & Travel

- Student Travel (non-sports)
- Bank Travel

Activist Groups

- Republican/Democratic National Conventions
- Trump type Rallies
- PETA

Sci-fi & Anime events

Matt

Sports

- Professional Sports Leagues/Associations (NFL, NBA, etc...)
- Minor League Sports Leagues
- E-Sports
- Gaming Conferences of all kinds (video, boardgame, etc)
- Amateur Sports Leagues
- Tournament Sports Leagues
- Select Sports Leagues
- Athletic Associations
 - Associations for Student, Amateur and Professional Athletes
 - Associations for Coaches/Athletic Administrators
- Olympic Trials/Events
- Gymnastics
- Dance (Drill, Ballroom, Country etc...)
- Cheer
- Martial Arts
- Skating (Ice, Roller, In-Line, Hockey)
- Track & Field Events
- Archery
- Fencing
- Shooting/Paintball
- Rowing
- Swimming
- Diving
- Skiing
- Wrestling
- Arm Wrestling
- Boxing
- Curling
- Tennis
- Table Tennis
- Golf
- Volleyball
- Handball
- Weightlifting
- Cycling (non-motorized biking)
- Car Racing
- Bowling
- Lacrosse
- Competitive Fishing
- Boating
- Hang gliding
- Broomball
- Bowling
- Squash
- Badminton
- Jump Roping
- Rugby
- Pickle Ball

Cheryl

All Corporate Accounts A-K
Multi-Level Marketing A-K
Airlines A-K

Donna

All Corporate Accounts L-Z
Multi-Level Marketing L-Z
Airlines L-Z

** Entertainment groups will be determined by the type. A for profit concert or production will go by the name of the company and will fall under corporate.

6/18/2024