

**24 TEAMS
12 GAMES
2 DAYS =
1 GREAT TIME!**

**DEC
27+28
2024**



3RD ANNUAL

**HOLIDAY
HARDWOOD
20
24 CLASSIC**

Presented By



In Association With



DEC 27

— 12:00 PM —

MT. NOTRE DAME VS. BELLBROOK (GIRLS)

— 1:45 PM —

SYCAMORE VS. HARRISON

— 3:30 PM —

MILFORD VS. LA SALLE

— 5:15 PM —

TAFT VS. WITHROW

— 7:00 PM —

WYOMING VS. MARIEMONT

— 8:45 PM —

RYLE VS. SUMMIT COUNTRY DAY

DEC 28

— 12:00 PM —

PRINCETON VS. LAKOTA EAST (GIRLS)

— 1:45 PM —

PRINCETON VS. INDIANAPOLIS CATHEDRAL

— 3:30 PM —

ANDERSON VS. MT. HEALTHY

— 5:15 PM —

TURPIN VS. ROSS

— 7:00 PM —

SETON VS. FAIRFIELD (GIRLS)

— 8:45 PM —

ELDER VS. FAIRFIELD



Presented By



In Association With



**3RD ANNUAL
BEACON ORTHOPAEDICS & SPORTS MEDICINE/TRIHEALTH
HOLIDAY HARDWOOD CLASSIC**

Presented By

LAROSA'S / SKYLINE CHILI / HOME CITY ICE

In Association With Media Partners

FOX19

iHEARTRADIO

ESPN 1530 / FOX SPORTS 1360 / 700 WLW

THE CINCINNATI ENQUIRER

DECEMBER 27 & 28, 2024

CINTAS CENTER

XAVIER UNIVERSITY

WHAT ATHLETIC DIRECTORS AND HEAD COACHES ARE SAYING ABOUT THE HOLIDAY HARDWOOD CLASSIC

“Thank you so much for having us in the event. Our kids loved the experience and the competition. As a father, I also want to say thank you. My son is a freshman on our team. Yesterday was the first varsity game that he got in. He even got a rebound. He talked last night about what a memorable first game that will be for him. So as a father, thank you for the opportunity to play.”

JASON DELANEY

Associate Athletic Director/Head Basketball Coach, Indianapolis Cathedral HS

.....

“Thank you so much again for allowing Harrison to participate in this amazing event!”

MARK MEIBERS

Athletic Director and Assistant Principal, Harrison HS

.....

“Thank you again for another wonderful event! We are very grateful for the opportunity to have our kids enjoy such a first class showcase.”

ANDY MARX

Head Basketball Coach, Harrison HS

.....

“Thanks for the opportunity not only for our basketball guys, but for our cheerleaders/dance team and all their families! It’s an experience they will always remember. We are lucky to have been involved in this event since its inception in 2022 and know how much time and effort it takes to pull it off. Thank you again for all you do and including the Milford community in such a top notch event!”

AARON ZUPKA

Athletic Director, Milford HS

.....

“Thank you so much for including us again. The girls had a great time even though we came up short.”

WENDY SMITH

Athletic Director, Seton HS

.....

“Thank you so much for including us! It was a great event and we look forward to next year!”

AUSTIN GULLETT

Athletic Director, Taft HS

“Thank you for having us! We enjoyed participating in the 2024 Beacon/TriHealth Holiday Hardwood Classic. As always we look forward to playing again next year!”

JEROME NELSON

Head Girls Coach, Fairfield HS

.....

“We very much appreciated the opportunity to participate and our kids loved the experience. You and your team did a phenomenal job organizing and communicating. Thank you!”

NICK DORNING

Head Coach, Ryle HS

.....

“Thank you for all your hard work in leading this event and sorry we did not get a chance to meet in person. Personally, I appreciate the moment of silence for late Sycamore AD Mark Harden prior to our game. It was a nice touch for a great man. He is surely missed. Thank you again for all you do and looking forward to next year!”

ANDREW OVINGTON

Athletic Director, Sycamore HS

.....

“Thank you for having us! It was a great experience for our young people.”

ROBERTO ALLEN

Head Coach, Taft HS

.....

“I just wanted to reach out to say thanks for having Ross High School be a participant in the Holiday Hardwood Classic! It was a fun event and the kids really enjoyed the opportunity to play at the Cintas Center. We appreciate all the time and effort you all put into running this event and we appreciate you having us be a part of the field!”

DAVID LANE

Head Coach, Ross HS

.....

“Thank you for hosting us! It was a great event! Bellbrook really enjoyed our experience! We really appreciate it!”

CHARLIE ODELL

Athletic Director, Bellbrook HS



Presented By



In Association With



TABLE OF CONTENTS

Executive Summary 5-6

LaRosa's Tip Off Luncheon 7

New Event Logo 8

Full-page Enquirer Ad 9

Press Release 10

Enquirer Media Analytics 11

Enquirer Branded Content Article 12

Enquirer Top 10 Things to Do 13

iHeart Radio Interviews 14

FOX19 Interview, Podcast & TV Ads. 15

Cristofoli Keeling Earned Media Report 16-17

Social Media Information Report 18

Players of the Game 19

Game Photos/Recaps 20

Cintas Center Signage 21

Holiday Hardwood Classic Video Review 22

Neumann & Associates - Holiday Hardwood Classic Team 23

EXECUTIVE SUMMARY

The 3rd Annual Beacon Orthopaedics & Sports Medicine / TriHealth Holiday Hardwood Classic presented by Home City Ice, LaRosa's and Skyline Chili in association with media partners FOX19, iHeartRadio / Cincinnati ESPN 1530, The Cincinnati Enquirer and charity partner Freestore Foodbank was held on Friday, December 27 and Saturday, December 28, 2024, at Xavier University's Cintas Center.

The 24 team field included some of the best high school teams and returning players from the Greater Cincinnati/Northern Kentucky, Indianapolis and Dayton areas. Each of the participating schools - Anderson, Bellbrook (Girls), Elder, Fairfield (Boys & Girls), Harrison, Indianapolis Cathedral, Lakota East (Girls), La Salle, Mariemont, Milford, Mt. Healthy, Mt. Notre Dame (Girls), Princeton (Girls & Boys), Ross, Ryle, Seton (Girls), Sycamore, Summit Country Day, Taft, Turpin, Withrow and Wyoming - provided nothing but positive feedback about their experience. From the level of competition to the first class arena and operational expertise of Xavier's staff, all the high schools' administrators, athletic directors, coaches, players, and fans were effusive in their praise.

Attendance for the games on Friday, December 27th - Mt. Notre Dame vs. Bellbrook / Sycamore vs. Harrison / Milford vs. La Salle / Taft vs. Withrow / Wyoming vs. Mariemont / Ryle vs. Summit Country Day - was 2,041. Attendance for the games on Saturday, December 28th - Princeton vs. Lakota East / Princeton vs. Indianapolis Cathedral / Anderson vs. Mt. Healthy / Turpin vs. Ross / Seton vs. Fairfield / Elder vs. Fairfield - despite going head to head with a home Bengals game vs. the Denver Broncos with playoff implications was 1,301 making the total event attendance 3,342.

Media coverage for this year's 3rd Annual Holiday Hardwood Classic dramatically increased over the first two years. As with any event, it tends to take several years to reach the level of interest we have now attained. Our continued outreach efforts and focus on developing relationships with the local sports media have enabled us to reach this level of media interest and corresponding coverage. All told, the earned media coverage almost quadrupled that of last year. We are very proud of this accomplishment and the level of earned media our sponsors received for their brands and businesses.

A special "thank you" goes to LaRosa's for again engaging its public relations company - Cristofoli Keeling - to assist in promoting the Holiday Hardwood Classic. Its complete Earned Media Report is included on Pages 16-17 of this report. In addition, LaRosa's supported the Holiday

Hardwood Classic on social media by reposting stories and making its own posts on Facebook, Instagram and X. These include 5 posts with a total reach of 12,016 and 119 interactions.

The associate sponsors/media partners' - FOX19, iHeartRadio and The Cincinnati Enquirer - advertising and promotional support was significant. FOX19 ran a total of 303 :30 second Run of Schedule (ROS) spots between 12/12 - 12/28 on its family of channels including FOX19 NOW/WXIX (120 spots); The Rock Sports Network (75 spots); and Heroes & Icons (108 spots). FOX19 also ran 28 :15 second ROS spots on FOX19 NOW/WXIX promoting its live broadcast of the entire event. In addition, I appeared on the FOX19 morning show on December 19th at 8:10 AM to promote the Holiday Hardwood Classic.

iHeartRadio ran 150 :15 second total ROS spots from December 9th - 26th with 50 spots each 700WLW, ESPN 1530 and Fox Sports 1360 promoting the Holiday Hardwood Classic. In addition, I appeared on Mo Eggar's (ESPN 1530) SportsTalk show on Tuesday, December 17th at 5:30 PM; Lance McAlister's (700 WLW) SportsTalk show on Wednesday, December 18th at 6:20 PM; and Tony Pike's (ESPN 1530) SportsTalk show on Thursday, January 19th at 1:00 PM.

The Cincinnati Enquirer ran a Beacon/TriHealth Holiday Hardwood Classic Branded Content Article on Cincinnati.com from December 9th through December 28th. Once again, the Holiday Hardwood Classic article was a hit with readers and performed very well. The number of reads was more than their average benchmarks and far surpassed the standard in almost every data point for Branded Content Articles on any subject matter including sports.

There were 2,425 Reads (average 2,183); 2,146 Unique Reads (average 1,836); 1.36% CTR (the number of clicks received divided by the number of times the ad was shown - average 1-5%); Engaged rate 10+ Seconds: 85.2% (average 70-80%); Average Active Time: 61 seconds (average 42-50 seconds); and Average Scroll Depth: 64.4% (average 45-50%).

Total digital impressions for the Enquirer campaign were 318,743 with 256 clicks; 70,453 Facebook ad set impressions were served reaching 61,930 individuals with 1.363 link clicks.

The Cincinnati Enquirer also ran a full page color ad in the Sunday, December 22nd print and digital epaper editions. The Sunday print audience is 57,502 and the Sunday digital epaper audience is 67,840.

The Holiday Hardwood Classic social media platforms used by Neumann & Associates event team in promoting the event were Instagram, X and Facebook. Listed below are our handles for each of the social media accounts as well as links to the pages.

- [Instagram: @holidayhardwoodclassic](#)
- [X \(Twitter\): @HolidayHardwood](#)
- [Facebook: Holiday Hardwood Classic](#)

Holiday Hardwood Classic social media promotions began on November 15th, 2024. The first post included a summary of the event's "When? Where? Who?"; how to buy tickets to the event; and a detailed schedule of games. On November 22nd, graphics were posted with the information provided in our official press release on Cincinnati.com.

From December 3rd through December 14th a graphic was posted each day of the teams playing in our event. These posts included the team's name and logo; the Holiday Hardwood Classic logo; the date and game time; the location; and the team's opponent.

On December 15th, photos were posted from the LaRosa's Tipoff Luncheon hosted by LaRosa's at their flagship Boudinot location. Both Founder – and Cincinnati icon – Buddy LaRosa and his son, CEO Mike LaRosa attended the event along with athletic directors and coaches from the participating high schools.

Between December 15th and December 26th, a graphic of each of the matchups of games taking place during our event were posted. These posts included both teams' names, their logos, the HHC logo, and the date/time/location of the matchup.

All the photos posted before the event included important dates, times and locations as well as how many days were left before the Holiday Hardwood Classic and instructions on how to purchase tickets to the games.

On December 27th and December 28th, immediately following each game, a graphic of which team won the game and the score of the game, as well as a graphic of the Player of the Game were posted. The game results graphics featured a photo of the POG receiving the award from Holiday Hardwood Classic founder Rich Neumann and a member of the Beacon Orthopaedics & Sports Medicine or TriHealth leadership team.

At the conclusion of this year's Holiday Hardwood Classic a photo of the event promoter Neumann & Associates' team was posted thanking the teams that participated, sponsors, media partners, the Cintas Center staff, Xavier University and everyone who came out to watch the games.

A summary of the Holiday Hardwood Classic social media initiative is located on Page 18 of this report.

In addition, advances were made with the Holiday Hardwood Classic website - holidayhardwoodclassic.com – leading up to and through this year's event as follows: Overall viewers: 7,903 (up 18% from last year); Unique visitors: 5,708 (up 16% from last year); Page clicks: 8,752; Top Referrers: 31.2% direct; 58% Google search; 2.1% X/Twitter; 2% Bing; and other referrers over 1% included Cincinnati.com; Yahoo; Elder HS; Facebook; and Cincinnati Herald. The website ran properly 99.98% of the time with an exceptionally good loading speed of 0.9 seconds. Included in another section of this report shows the top Locations of our website visitors.

I am confident that you, our Title Sponsors - Beacon Orthopaedics & Sports Medicine and TriHealth; our Presenting Sponsors - Home City Ice, LaRosa's and Skyline Chili; and our Media Partners - FOX19, iHeartRadio/Cincinnati ESPN 1530 and The Cincinnati Enquirer - have realized a significant value in terms of a return on your investment (ROI) and recognition for your commitment to this exciting event.

I again express my gratitude to all our partners for helping make the 3rd Annual Beacon Orthopaedics & Sports Medicine / TriHealth Holiday Hardwood Classic such a success.

Sincerely,

Richard W. Neumann

Richard W. Neumann
President

LAROSA'S TIP OFF LUNCHEON - DECEMBER 15, 2024

ATTENDED BY ATHLETIC DIRECTORS AND COACHES OF PARTICIPATING SCHOOLS



Buddy LaRosa (on the right)



Mike LaRosa (center)



Rich Neumann, founder of the Holiday Hardwood Classic (on the right)



3RD ANNUAL
**HOLIDAY
HARDWOOD
20
24 CLASSIC**

The central graphic features a red and green basketball with white lines, topped with a red Santa hat with a white pom-pom. To the right of the basketball, the text "3RD ANNUAL" is in green, "HOLIDAY" is in red, "HARDWOOD" is in green, and "20 24 CLASSIC" is in red.

Presented By



In Association With



**24 TEAMS
12 GAMES
2 DAYS =
1 GREAT
TIME!**

**DEC
27+28
2024**



**3RD ANNUAL
HOLIDAY
HARDWOOD
2024 CLASSIC**

Presented By



In Association With



Daily Passes \$12 in advance online

\$15 at Box Office w/\$3 discount
for canned or dry good donation
to Freestore Foodbank

+Free Parking!

For tickets and info visit
holidayhardwoodclassic.com

Games played at
**CINTAS
CENTER**



@holidayhardwoodclassic @holidayhardwood holiday hardwood classic

DEC 27

— 12:00 PM —
MT. NOTRE DAME
VS. BELLBROOK
(GIRLS)
— 1:45 PM —
SYCAMORE
VS. HARRISON
— 3:30 PM —
MILFORD VS.
LA SALLE
— 5:15 PM —
TAFT VS.
WITHROW
— 7:00 PM —
WYOMING VS.
MARIEMONT
— 8:45 PM —
RYLE VS. SUMMIT
COUNTRY DAY

DEC 28

— 12:00 PM —
PRINCETON VS.
LAKOTA EAST
(GIRLS)
— 1:45 PM —
PRINCETON VS.
INDIANAPOLIS
CATHEDRAL
— 3:30 PM —
ANDERSON VS.
MT. HEALTHY
— 5:15 PM —
TURPIN VS. ROSS
— 7:00 PM —
SETON VS.
FAIRFIELD (GIRLS)
— 8:45 PM —
ELDER VS.
FAIRFIELD

Boys games unless otherwise noted.

Sunday, December 22nd: Print Audience = 57,502 / Digital Epaper audience = 67,840

FOR IMMEDIATE RELEASE

ANNOUNCING THE 3rd ANNUAL BEACON /TRIHEALTH HOLIDAY HARDWOOD CLASSIC, CINCINNATI'S SIGNATURE HIGH SCHOOL BASKETBALL SHOWCASE

Twenty-Four Teams, Twelve Games on December 27 & 28 at Cintas Center

CINCINNATI, OH – November 15, 2024 - The 3rd Annual [Beacon Orthopaedics & Sports Medicine/TriHealth](#) Holiday Hardwood Classic will be held at Xavier University's Cintas Center on Friday, December 27 and Saturday, December 28, 2024, showcasing twenty-four boys and girls high school varsity basketball teams from the Greater Cincinnati, Northern Kentucky, Indianapolis & Dayton areas. The Holiday Hardwood Classic includes six games both days beginning at 12 noon.

"Partnering with TriHealth again for this event highlights our shared commitment to the athletes of our region," said Andy Blankemeyer, CEO of Beacon Orthopaedics & Sports Medicine and OrthoAlliance. "At Beacon, we are dedicated to supporting high school athletes, and this event aligns perfectly with our mission to deliver top-tier sports medicine care."

"As the leaders of sports medicine and orthopedics in the TriState region, TriHealth and our partners at Beacon are committed to supporting athletes at all levels by encouraging good health and good sportsmanship. We are proud to provide these young athletes the opportunity to play in such a great venue," Kelvin Hanger, President & COO, Good Samaritan Hospital.

The Holiday Hardwood Classic is presented by [LaRosa's](#), [Skyline Chili](#) and [Home City Ice](#) in association with media partners [Cincinnati's ESPN 1530](#), [FOX19](#) and [The Cincinnati Enquirer](#).

Daily passes are \$12.00 in advance at <https://goxavier.com/sports/tickets> beginning November 15, 2024. Day of event daily passes are \$15.00 at the Cintas Center box office, with a \$3.00 discount for a canned or dry good donation to the Freestore Foodbank on site. Parking is free.

Kurt Reiber, President & CEO of Freestore Foodbank.

"We're excited to once again host the Holiday Hardwood Classic on Xavier's campus. Whether it's Big East action or high school rivalries, the Cintas Center is the area's best basketball venue and is a great setting for the games," said Greg Christopher, Xavier University Director of Athletics.

Beacon/TriHealth Holiday Hardwood Classic Game Schedule:

Friday, December 27

Mt. Notre Dame vs. Bellbrook (Girls) - 12 PM
Sycamore vs. Harrison – 1:45 PM
Milford vs. La Salle – 3:30 PM
Taft vs. Withrow - 5:15 PM
Wyoming vs. Mariemont – 7 PM
Ryle vs. Summit Country Day – 8:45 PM

Saturday, December 28

Princeton vs. Lakota East (Girls) - 12 PM
Princeton vs. Indianapolis Cathedral – 1:45 PM
Anderson vs. Mount Healthy – 3:30 PM
Turpin vs. Ross - 5:15 PM
Seton vs Fairfield (Girls) – 7 PM
Elder vs. Fairfield – 8:45 PM

Follow the [Beacon Orthopaedics & Sports Medicine/TriHealth](#) Holiday Hardwood Classic on Instagram [@holidayhardwoodclassic](#), Twitter [@HolidayHardwood](#), Facebook [Holiday Hardwood Classic](#) or for more information, go to <https://www.holidayhardwoodclassic.com>.

###

Media contacts:

Ann Keeling or Cresta Lewis for LaRosa's
513-381-3248
ann@crisofolikeeling.com
cresta@crisofolikeeling.com

Rich Neumann
513-236-1352
neumannrw@gmail.com

David Wertheim
513-560-4333
d.wertheim@yahoo.com

THE ENQUIRER Cincinnati.com

CLICK ON LOGO TO VIEW ANALYTICS

Note the 2024 benchmarks below, based on the 2023 performance of Branded Content Articles throughout the USA Today network.

Average Reads: 2,183

Average Unique Reads: 1,836

Average Active Time: 42 – 50 Seconds

Average Scroll Depth: 45 – 50%

Average Click Through Rate (CTR): 1 – 5%

Engagement at 10 Second Mark: 70 – 80%

Here are the Beacon / TriHealth Holiday Hardwood Classic numbers for comparison.

Reads: 2,425

Unique Reads: 2,146

Average Active Time: 61 Seconds

Average Scroll Depth: 64.4%

Average Click Through Rate (CTR): 1.36%

Engagement at 10 Second Mark: 85.2%

“Overall, the Beacon / TriHealth Holiday Hardwood Classic Branded Content Article performed very well and met or exceeded all our benchmarks! The engagement rate and in-article CTR both fell within our benchmark ranges. All other metrics exceeded our benchmarks!”

Drew Thomas
Multi-Media Specialist
The Cincinnati Enquirer
LocaliQ / USA Today Network

Story from  HOLIDAY HARDWOOD CLASSIC

Beacon/TriHealth Holiday Hardwood Classic takes over the Cintas Center

Neumann & Associates, LLC

Published 5:05 a.m. ET Dec. 9, 2024



This story is paid for by an advertiser. Members of the editorial and news staff of the USA TODAY Network were not involved in the creation of this content.



Lakota East senior Brooke Asher. Photo Provided By Neumann & Associates, LLC

The 3rd Annual Beacon Orthopaedics & Sports Medicine/TriHealth Holiday Hardwood Classic will be held at Xavier University's Cintas Center on Friday, Dec. 27 and Saturday, Dec. 28. Twenty-four boys' and girls' high school varsity basketball teams from the Greater Cincinnati/Northern Kentucky/Indianapolis/Dayton areas will be playing in six games on Dec. 27th and six games on Dec. 28th starting at 12 p.m., 1:45, 3:30, 5:15, 7:00 and 8:45 each day.

Presented by [LaRosa's](#), [Skyline Chili](#) and [Home City Ice](#) in association with media partners [The Cincinnati Enquirer](#), [Cincinnati's ESPN 1530](#) and [FOX19](#), the field includes some of the best high school teams and returning players from Anderson, Bellbrook (Girls), Elder, Fairfield (Boys & Girls), Harrison, Indianapolis Cathedral, Lakota East (Girls), La Salle, Mariemont, Milford, Mt. Healthy, Mt. Notre Dame (Girls), Princeton (Girls & Boys), Ross, Ryle, Seton (Girls), Sycamore, Summit Country Day, Taft, Turpin, Withrow and Wyoming.



Summit Country Day senior Cayleb Walters. Photo Provided By Neumann & Associates, LLC

Friday, Dec. 27th

Mt. Notre Dame vs. Bellbrook (Girls) – 12:00 p.m.

Sycamore vs. Harrison – 1:45 p.m.

Milford vs. La Salle – 3:30 p.m.

Taft vs. Withrow – 5:15 p.m.

Wyoming vs. Mariemont – 7:00 p.m.

Ryle vs. Summit Country Day – 8:45 p.m.

Saturday, Dec. 28th

Princeton vs. Lakota East(Girls)– 12:00 p.m.

Princeton vs. Indianapolis Cathedral- 1:45 p.m.

Anderson vs. Mt Healthy - 3:30 p.m.

Turpin vs. Ross- 5:15 p.m.

Seton vs. Fairfield – 7:00 p.m.

Elder vs. Fairfield – 8:45 p.m.

Some of the best players in the tristate region will put their talents on display. Indianapolis Cathedral 6'9" senior Brady Koehler, a University of Notre Dame signee averaged 15.5 PPG and 6.5 RPG last season. Kailee Bransford, 5'7" Mt. Notre Dame senior and University of Akron signee averaged 13.0 PPG and 4.0 RPG. Ryle 6'3" senior Landon Lorms averaged 16.0 PPG and 5.0 RPG and will face Summit Country Day 6'1" senior Cayleb Walters who averaged 14.0 PPG and 5.0 RPG.

Brooke Asher, Lakota East 5' 6" senior and University of Northwestern Ohio signee, who averaged 12.0 PPG and 3.2 RPG will be in action against Princeton 5'7" senior and Florida State signee Mari Gerton who averaged 21.6 PPG and 4.1 RPG. Elder 6'3 senior Cam Williams averaged 12.7 PPG and 3.1 RPG and is a West Liberty University signee.

Turpin senior Shea O'Toole who averaged 16.7 PPG and 3.7 RPG goes up against Ross. Wyoming 6'3" junior Kellen Wiley averaged 15.0 PPG and 4.0 RPG will square off against Mariemont 6'3" junior Sam Stalzer who averaged 15.0 PPG and 3.0 PPG.

Other top players include Anderson's Trace Jallick (9.0 PPG); Bellbrook's Jordan Frantz (9.0 PPG); Fairfield's Daviawne Crim (9.2 PPG) and Kayla McCoy (8.7 PPG); Harrison's Tucker Ward (11.7 PPG); La Salle's Drae Arnold (10.5 PPG); Milford's Sloan Gormley (11.2 PPG); Mt. Healthy's Deondre Chambers (8.6 PPG); Ross's Will Schaefer (11.0 PPG); Sycamore's Samuel Imade (11.0 PPG) and Withrow's Fabian Coker (4.1 PPG)

Daily passes are \$12 in advance and are available online at www.goxavier.com/sports/tickets. Day-of-event daily passes are \$15 at the Cintas Center box office each day with a \$3 discount being offered for a canned or dry good donation to the Freestore Foodbank at the gate. Parking is free.

Follow the Beacon/TriHealth Holiday Hardwood Classic through Instagram: [@holidayhardwoodclassic](#); Twitter/X: [@HolidayHardwood](#); and Facebook: [Holiday Hardwood Classic](#); and the official website: holidayhardwoodclassic.com.



Ryle senior Landon Lorms. Photo Provided By Neumann & Associates, LLC

ENTERTAINMENT

Top 10 things to do this weekend, last-chance Christmas vol. 2 (plus basketball)



Luann Gibbs

Cincinnati Enquirer

Published 12:05 p.m. ET Dec. 25, 2024 | Updated 12:05 p.m. ET Dec. 25, 2024



Cincinnati's signature high school basketball showcase takes place Friday and Saturday at Xavier University's Cintas Center. Pictured: Seton's Madison Saleh (3) drives to the hoop against Ursuline's Maria Garza (10) at the 2023 Holiday Hardwood Classic. *Brendan Connelly/ The Enquirer*

1. Holiday Hardwood Classic

Cincinnati's signature high school basketball showcase features 24 boys and girls basketball teams from Greater Cincinnati, Northern Kentucky and Dayton.

Details: noon Saturday-Sunday, Cintas Center, Evanston. \$15, \$12 advance. \$3 discount at the door with nonperishable donation to Freestore Foodbank. Free parking. [Holidayhardwoodclassic.com](https://www.holidayhardwoodclassic.com).

IHEART RADIO INTERVIEWS



MO EGGER: CLICK ON LOGO TO LISTEN



TONY PIKE: CLICK ON LOGO TO LISTEN

700 WLW INTERVIEW WITH LANCE MCALISTER



CLICK ON LOGO TO LISTEN - CUE TO 7:30 FOR THE INTERVIEW

LANCE MCALISTER :15 PROMO SPOT



CLICK ON LOGO TO LISTEN

FOX19 INTERVIEW, PODCAST & TV ADS



CLICK ON IMAGE TO WATCH THE INTERVIEW



CLICK ON IMAGE TO WATCH THE 19 ON THE CLOCK PODCAST



CLICK ON IMAGE TO WATCH THE :30 PROMO



CLICK ON IMAGE TO WATCH THE :15 PROMO

CRISTOFOLI KEELING EARNED MEDIA REPORT


(PROVIDED BY CRISTOFOLI KEELING INC.)



LaRosa's 2024 Holiday Hardwood Classic Earned Media Report

as of January 2, 2025

Event Calendar Listings

Date	Outlet	URL
11-18-24	Fox19	https://iStockify.com/wix/calendar/detail/2284/173511880000
11-19-24	91.3 WSO	https://www.wso.org/community-calendar/event/beam-trihealth-holiday-hardwood-classic-18-11-2024-22-43-05
11-19-24	Spectrum News 1	https://spectrumnews1.com/oh/cincinnati/events/2024/12/27/beam-trihealth-holiday-hardwood-classic
11-19-24	Things to Do in Cincinnati and NKY Facebook Group	https://www.facebook.com/groups/1646175362276254/search?q=holiday%20hardwood
11-20-24	American Towns Cincinnati	https://www.americiantowns.com/event/beam-trihealth-holiday-hardwood-classic-2024-12-27-cincinnati-oh.html
11-20-24	WXU 91.7	https://www.wxu.org/community-calendar/event/beam-trihealth-holiday-hardwood-classic-19-11-2024-18-38-25
11-21-24	City Beat	https://www.citybeat.com/event/beam-trihealth-holiday-hardwood-classic-18542400
11-21-24	UpcomingEvents.com	https://www.upcomingevents.com/cincinnati/events/cintas-center/beam-trihealth-holiday-hardwood-classic-343178
12-6-24	CincinnatiEvents.com	https://dev.cincinnatievents.com/10411/beam-trihealth-holiday-hardwood-classic?startdate=2024-12-27
12-11-24	The Cincinnati Herald	https://thecincinnatiherald.com/2024/12/11/beam-trihealth-holiday-hardwood-classic-2024/
12-22-24	Cincinnati Enquirer	

1



12-22-24	Cincinnati.com	https://eu.cincinnati.com/story/entertainment/2024/12/21/things-to-do-in-cincinnati-this-week-dec-23-24-25-26-27-28-29-30/76927157007/
12-22-24	Yahoo Entertainment	https://www.yahoo.com/entertainment/things-cincinnati-week-dec-23-204656034.html

Broadcast

Date	Outlet	URL
12-17-24	iHeart The Mo Egger Radio Show	https://www.iheart.com/podcast/437-mo-egger-25650961/episode/121724-the-mo-egger-radio-249383460/
12-19-24	Fox 19 8am	https://mediabraryohio.streamlist.com/shares/rv/b29ba2c-64c2-4841-b12d-ea0c-407c5111
12-19-24	Fox 19 7am	https://mediabraryohio.streamlist.com/shares/rv/369b8ab-d16f-4375-a219-6a113f4eb0bd
12-19-24	Fox19 8am	https://mediabraryohio.streamlist.com/shares/rv/b85d4a65-78de-488a-a652-ec2f9a-e948c5
12-19-24	Fox19 11am	https://mediabraryohio.streamlist.com/shares/rv/8c028906-993f-4ab0-9c3e-acd5a32711c3
12-19-24	ESPN 1530/Cincy360 - 12am	https://mediabraryohio.streamlist.com/shares/radio/4a36d07e-2ab7-42bf-a9d5-ce56c6d4536f
12-19-24	ESPN 1530/Cincy360 - 1pm	https://mediabraryohio.streamlist.com/shares/radio/ef63785b-ecad-4ad5-8a79-2c8f8f84f
12-19-24	ESPN 1530/Cincy360 - 1pm	https://mediabraryohio.streamlist.com/shares/radio/d1bdc209-42da-4774-9157-f35d1f6d0a5
12-19-24	700 WLW - Bill Cunningham Show 1pm	https://mediabraryohio.streamlist.com/shares/radio/941bd4d4-1f0d-4f96-9a1c-459a2c523b30
12-19-24	700 WLW - Lance McAllister 6pm	https://mediabraryohio.streamlist.com/shares/radio/3ed3114-c127-4e2c-a2b3-ce88d6245c2
12-24-24	Fox19 Now 8AM	https://mediabraryohio.streamlist.com/shares/rv/b48e75fd-fabd-4d58-1c17-591aea63976d
12-24-24	Fox19 News Morning Xtra 10AM	https://mediabraryohio.streamlist.com/shares/rv/7fd32883-463a-497c-8d9c-e304a6ac419
12-24-24	Fox19 News Morning Xtra 11AM	https://mediabraryohio.streamlist.com/shares/rv/b2837198-6d17-4f7a-abd4-725728baf6
12-24-24	Fox19 NOW at 3PM	https://mediabraryohio.streamlist.com/shares/rv/0ba6c8-871e-4c2d-bbf1-c7612e3eb1a3
12-25-24	Fox19 Now 5AM	https://mediabraryohio.streamlist.com/shares/rv/56bae2-2a-37cf-4b16-9546-fc98666c029
12-25-24	Fox19 Now 6AM	https://mediabraryohio.streamlist.com/shares/rv/f39eb559-e673-462a-bc95-f7a9749b3c2

2



12-25-24	Fox19 Now 7AM	https://mediabraryohio.streamlist.com/shares/rv/85335b27-b191-4002-a343-be362f1ee75a
12-25-24	Fox19 News Morning Xtra 9AM	https://mediabraryohio.streamlist.com/shares/rv/47dbdc2-176a-4ff7-b715-7631ed2201a4
12-25-24	Fox19 News Morning Xtra 9AM	https://mediabraryohio.streamlist.com/shares/rv/507c-c7f6-8630-407c-993a-048d1a0085c
12-25-24	Fox19 News Morning Xtra 10AM	https://mediabraryohio.streamlist.com/shares/rv/4b6302ae-8d4d-4632-a0b0-11659a9b38
12-25-24	Fox19 News Morning Xtra 11AM	https://mediabraryohio.streamlist.com/shares/rv/84761339-4d67-40ac-bad7-c58ba633107c
12-25-24	Fox19 NOW in the Nati	https://mediabraryohio.streamlist.com/shares/rv/2990e803-293d-4fa1-ac1c-c6d4f3-9cf70
12-25-24	Fox19 NOW at 3PM	https://mediabraryohio.streamlist.com/shares/rv/265a0090-4ad8-4fe9-9d11-c48174750355
12-25-24	Fox19 NOW at 4PM	https://mediabraryohio.streamlist.com/shares/rv/e9901a1-4018-4fad-b0db-925c7889e3
12-25-24	Fox19 NOW at 4PM	https://mediabraryohio.streamlist.com/shares/rv/06cd3d0-4066-47ed-93ac-b21fc76fec7
12-25-24	Fox19 Now at 5PM	https://mediabraryohio.streamlist.com/shares/rv/1718443d-b7f2-4766-9fd4-8cf2e814b46
12-25-24	Fox19 Now at 6:30PM	https://mediabraryohio.streamlist.com/shares/rv/a20130b-0889-4873-8c73-977173f1729
12-26-24	Fox19 Now at 11pm	https://mediabraryohio.streamlist.com/shares/rv/74b4d4a8-046-4382-4703-c1986a18c406
12-26-24	Fox19 Now at 10pm	https://mediabraryohio.streamlist.com/shares/rv/aeec208c-8f8a-496b-9830-49d810a99a
12-26-24	Fox19 Now at 6:30pm	https://mediabraryohio.streamlist.com/shares/rv/08dfdc4-9af5-4995-8552-4a50609984a
12-26-24	Fox19 Now at 5pm	https://mediabraryohio.streamlist.com/shares/rv/6754524-165-44a8-888b-4e43a78e5a41
12-26-24	Fox19 Now at 3pm	https://mediabraryohio.streamlist.com/shares/rv/52283f3-8746-477ba9aac-2d40da0946a
12-26-24	Fox19 Now at 3pm	https://mediabraryohio.streamlist.com/shares/rv/12651c0e4dc-45d4-805c-bf9b-58765eb

3



12-26-24	Fox19 Now at 11am	https://mediabraryohio.streamlist.com/shares/rv/031073d0-8b83-42c-bcc2-693617ae7da8
12-26-24	Fox19 Now at 9am	https://mediabraryohio.streamlist.com/shares/rv/611bfbaa-c7d2-4c3e-b669-ea37e5163a
12-26-24	Fox19 Now at 8am	https://mediabraryohio.streamlist.com/shares/rv/17bd0a7-2781-42c9-a1d8-8546792a3264
12-26-24	Fox19 Now at 7am	https://mediabraryohio.streamlist.com/shares/rv/aa1ec80b-080a-46bb-b9bc-fc1bcea6626
12-26-24	Fox19 Now at 6am	https://mediabraryohio.streamlist.com/shares/rv/7b4078a-6ea1-4c7b-a22e-84ced34321d
12-27-24	Fox19 Now at 4:30am	https://mediabraryohio.streamlist.com/shares/rv/230f59e3-55fd-4956-ab99-399249a5c95
12-27-24	Local12 Good Morning Cincinnati -5am	https://mediabraryohio.streamlist.com/shares/rv/b286c76-09-451c-9118-01abb1c57883
12-27-24	Fox19 Now at 5am	https://mediabraryohio.streamlist.com/shares/rv/cc8422cf-d632-4d1e-9b2c-d84e1d0bae8
12-27-24	Local12 Good Morning Cincinnati -6am	https://mediabraryohio.streamlist.com/shares/rv/71b30a2e-0441-499a-92d8-687-9d92151
12-27-24	Fox19 Now at 6am	https://mediabraryohio.streamlist.com/shares/rv/0bd8e294-a380-4e7e-8b7b-ba56d4c4376
12-27-24	Fox19 Now at 7am	https://mediabraryohio.streamlist.com/shares/rv/fef2ec9f-d81-48c0-b00e-0e99ae2bbbd0
12-27-24	Fox19 Now at 8am	https://mediabraryohio.streamlist.com/shares/rv/b8c53a76-592b-4308-aac-48b43325f4aa
12-27-24	Local12 Good Morning Cincinnati -9am	https://mediabraryohio.streamlist.com/shares/rv/83d54b73-472d-499c-a5b3-e6ade4357be9
12-27-24	Fox19 Now at 9am	https://mediabraryohio.streamlist.com/shares/rv/0c12b6fe-c33b-478b-bffc-cb52d28f474
12-27-24	Fox19 Now at 11am	https://mediabraryohio.streamlist.com/shares/rv/6861a3fca0ca-4052-8517-0a0b33f4665
12-27-24	Fox19 Now at 11am	https://mediabraryohio.streamlist.com/shares/rv/5b48ea0a-e943-4144-8a9d-bd429b5d75c
12-27-24	Fox19 Now at 4pm	https://mediabraryohio.streamlist.com/shares/rv/e419a02e-9649-4d6c-b064-44746863c4d1
12-27-24	Local12 News at 4pm	https://mediabraryohio.streamlist.com/shares/rv/72c28e6f-6d5e-44fc-bf8e-9f79b555a177
12-27-24	Fox19 Now at 5pm	https://mediabraryohio.streamlist.com/shares/rv/7a57526a-28bb-49c1-96d5-1cee438423c
12-27-24	Fox19 Now at 6pm	https://mediabraryohio.streamlist.com/shares/rv/4f2d49b-953c-430b-9033-3b9556e476a
12-27-24	MLWT-News 5 at 6pm	https://mediabraryohio.streamlist.com/shares/rv/e3b5997-7403-4e64-b651-aacc5379fda
12-27-24	Fox19 Now at 6:30pm	https://mediabraryohio.streamlist.com/shares/rv/19381d7-eaf5c-4c59-b3a3-085c89a53e1

4

SOCIAL MEDIA INFORMATION REPORT



INSTAGRAM

- Username: @holidayhardwoodclassic
- 64 posts made from 11/15/2024–12/28/2024.
- 2 introduction to the event posts.
- 24 individual team posts.
- 1 post about our Tip-Off event.
- 12 match-up posts.
- 1 post for the holidays.
- 12 game result posts.
- 12 Player of the Game posts.
- 1 post wrapping up the event.
- 38 original story posts made from 9/10/2024–12/28/2024.
- 1 introduction post.
- 6 posts sharing articles/media of the event.
- 1 post from the Tip-Off event.
- 2 posts of the game schedules.
- 2 posts from behind the scenes of the event.
- 12 posts from each game.
- 12 posts sharing the scores at halftime.
- This account is a continuation of the inaugural 2022 event.



X (TWITTER)

- Username: @HolidayHardwood
- 76 original posts made from 11/15/2024–12/28/2024.
- 2 introduction to the event posts.
- 24 individual team posts.
- 1 post about our Tip-Off event.
- 12 match-up posts.
- 1 post for the holidays.
- 12 game result posts.
- 12 Player of the Game posts.
- 1 post wrapping up the event.
- 12 posts sharing the scores at halftime.
- This account is a continuation of the inaugural 2022 event.



FACEBOOK

- Username: Holiday Hardwood Classic
- 64 posts made from 11/15/2024–12/28/2024.
- 2 introduction to the event posts.
- 24 individual team posts.
- 1 post about our Tip-Off event.
- 12 match-up posts.
- 1 post for the holidays.
- 12 game result posts.
- 12 Player of the Game posts.
- 1 post wrapping up the event.
- This account is a continuation of the inaugural 2022 event.

PLAYERS OF THE GAME



Anderson – Melonie Haney, TriHealth / Trace Jallick / Rich Neumann



Bellbrook – Kim McBride, Beacon / Kailee Bransford / Rich Neumann



Cathedral – Rich Neumann / Julian Smith / Ken Rushford, TriHealth



Elder – Melonie Haney, TriHealth / Cam Williams / Rich Neumann



Fairfield – Melonie Haney, TriHealth / Jerome Nelson / Kobi Crim / Rich Neumann



Lakota East – Mike Slemmons, Beacon / Bella Sturgill / Rich Neumann



La Salle – Rich Neumann / Drae Arnold / Eric Stiene, Beacon



Summit Country Day – Tim Martin / Rich Neumann



Sycamore – Kim McBride, Beacon / Samuel Imade / Rich Neumann



Taft – Rich Neumann / Lorenzo McMullen / Erie Stiene, Beacon



Turpin - Melonie Haney, TriHealth / Joe Lafkas / Rich Neumann



Wyoming – Kim McBride, Beacon / Kellen Wiley / Rich Neumann

GAME PHOTOS/RECAPS (CLICK ON IMAGES FOR ONLINE RECAPS)



Mt. Notre Dame vs. Bellbrook (Girls)



Sycamore vs. Harrison



Milford vs. La Salle



Taft vs. Withrow



Wyoming vs. Mariemont



Ryle vs. Summit Country Day



Princeton vs. Lakota East (Girls)



Princeton vs. Indianapolis Cathedral



Anderson vs. Mt. Healthy



Turpin vs. Ross



Seton vs. Fairfield (Girls)



Elder vs. Fairfield

CINTAS CENTER SIGNAGE



HOLIDAY HARDWOOD CLASSIC VIDEO REVIEW



CLICK ON IMAGE TO WATCH VIDEO

NEUMANN & ASSOCIATES - HOLIDAY HARDWOOD CLASSIC TEAM



L to R - Mario Cicchinelli, Sr. Adviser; Mattie Bailey, Social Media Director; Rich Neumann, President; Stacey Bailey, Sr. Adviser; David Wertheim, Website/Media Director.