



Missouri State High School Activities Association

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FOR IMMEDIATE RELEASE

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MSHSAA Announces New MSHSAA TV Pricing Structure

COLUMBIA – The Missouri State High School Activities Association (MSHSAA) Board of Directors approved a new MSHSAA TV pricing structure for the 2026 fall postseason during its September board meeting.

“We’re excited to introduce this new MSHSAA TV postseason pricing structure, which will provide fans with significantly more content and greater value with each pass,” MSHSAA Executive Director Dr. Jennifer Rukstad said. “Instead of purchasing access to a single contest, fans will have the opportunity to watch multiple games from across the state during each round, making it easier and more affordable to follow the postseason.”

You can see the fall postseason pricing structure below.

Pre-Final Site — Boys Soccer, Fall Softball, Girls Volleyball, Boys Swimming & Diving, Girls & Boys Cross Country

- **\$5 All District Rounds Pass** - Provides access to all district-round contests for each sport from across Missouri, if applicable.
- **\$5 Sectional Round Pass** - Provides access to all sectional-round contests for each sport from across Missouri, if applicable.
- **\$5 Quarterfinal Round Pass** - Provides access to all quarterfinal-round contests for each sport from across Missouri, if applicable.

Pre-Final Site — Football

- **\$10 Per Round/Weekend Pass** - Provides access to all football games for each round/weekend.

Boys Soccer, Girls Volleyball, Boys Swimming & Diving, Girls & Boys Cross Country Championships

- **\$25 Championship Pass** - Provides access to all games, matches or races for each specific championship.

“MSHSAA promotes the value of participation, sportsmanship, team play and personal excellence to develop citizens who make positive contributions to their community and support the democratic principles of our state and nation.”



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Fall Softball Championships

- **\$20 Championship Pass** - Provides access to all Fall Softball Championship semifinal, third place and championship games.

Pricing Note: The Fall Softball Championship Pass is offered at a lower price point because the semifinal broadcasts do not include announcers.

Football Show-Me Bowl

- **\$20 Individual Game Pass** - Provides access to one individual Football Show-Me Bowl game.
- **\$25 Championship Pass** - Provides access to all seven Football Show-Me Bowl games.

Revenue Share

Schools and Commercial Broadcasters: They will continue to receive 20% of the streaming revenue from each game they stream.

Host Schools: They will continue to receive 20% of the streaming revenue from each game for which they serve as the designated host, regardless of where the game is played.

MSHSAA is still finalizing its winter and spring MSHSAA TV postseason pricing structure.

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