



2022



CORKY KELL CLASSIC SPONSORSHIPS



The 11-game 2022 Corky Kell Classic will kick off for the 31st time in event history on Wednesday, August 17th at Johns Creek High School with Kell and Cherokee Bluff in the event's opening game at 5:30 p.m., followed by the hosting Gladiators taking on Parkview at 8:30 p.m. On Thursday at West Forsyth, North Atlanta will go up against North Forsyth at 5:30 p.m. before the Wolverines take on Archer at 8:30 p.m. The Corky Kell will return to Rome's historic Barron Stadium for a trio of games on Friday. Kicking off at 2:30 p.m. will be Fellowship Christian and Mt. Pisgah, as both programs will be making their Corky Kell debut. At 4:30 p.m. Cass will take on Kennesaw Mountain before the Rome Wolves face Creekside at 8:30 p.m. During the Corky Kell finale on Saturday at Mercedes-Benz Stadium, McEachern and North Gwinnett will kick off at 10:00 a.m. before Brookwood and Norcross face off at 1:00 p.m. Walton and Mill Creek will take the field at 4:00 p.m. before the 7:00 p.m. game between Marietta and Grayson closes out the event.

Last year, the crowds at West Forsyth on Wednesday, Dacula on Thursday and Gainesville and North Cobb on Friday were strong while the paid attendance at Mercedes-Benz Stadium was 16,920, which was 808 more fans than the 2019 Classic at MBS or a five percent increase over the last pre-Covid games. During the Corky Kell Classic, more than 250,000 viewers tuned in to the live broadcast on PeachtreeTV to watch the four-day event.

The digital platforms, which included the CBS46 App and National Federation High School Network, produced more than 968,000 impressions during the four days. More than 12,000 game programs were distributed at the Classic, the lunch was at capacity and a record 45 teams were involved in the Corky Kell 7-ON-7 Tournament. From the week before the 7-ON-7 was played to the Monday after the Classic, CorkyKellClassic.com collected more than 1.45 million impressions.

Our partnerships with CBS46, DawgNation and the AJC have provided Corky with a wider digital range than ever before. Through CBS46.com and the television channel, we were able to promote each game with stories highlighting each game and provide viewers with a platform to stream each game digitally. DawgNation.com not only gave Corky a platform to promote each game, but additionally Jeff Sentel promoted each game during his segment on the DawgNation Daily podcast through Brandon Adams, who also handled play-by-play for several games during the broadcasts. Rusty Mansell of 247Sports has also been a huge factor on social media with his promotions as he has one of the largest followings of any recruiter in the southeast and called games on each of the four days. With promotions on AJC.com beginning a month before the Classic, our digital reach extends to every area of the state giving us maximum exposure for all the games.

FOR MORE INFORMATION, PLEASE CONTACT I.J. ROSENBERG, 404-246-7819 AND IJROSENBERG@COMCAST.NET

CORKYKELLCLASSIC.COM

TITLE SPONSORSHIP - \$85,000 (SOLD)

Promotion: Company logo included in the official Corky Kell Classic logo. Company logo placed on all Corky Kell Classic materials including website, game programs, main field logo at the 50-yard line. Opportunity at all four venues to place company logo on the 30-yard line. Company will always be mentioned as the title sponsor during all live reads and media mentions.

Television: Broadcast live on PeachtreeTV. Five 30-second TV commercials in every game (55 total). Two in-game features in every game (22 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime and in-between shows.

Digital: Six video ads per game on the video message boards at each host site (66 total). Ten digital ads per game on the video message boards at each host site (110 total). This includes the Halo Board, Mega Column and Feather Wall at Mercedes-Benz Stadium.

On-Site: Three in-stadium PA reads during each game (33 total). 10x10 booth inside each host site. Access to participants to hand out information directly. Opportunity to brand the television set for each venue.

Additional Media: Full back-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.

PRESENTING SPONSORSHIP - \$37,500

Promotion: Company logo placed on all Corky Kell Classic materials including website, game programs, etc. Opportunity at all four venues to place company logo on the 30-yard line.

Television: Broadcast live on PeachtreeTV. Four 30-second TV commercials in every game (44 total). One in-game feature in every game (11 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime and in-between shows.

Digital: Five video ads per game on the video message boards at each host site (55 total). Ten digital ads per game on the video message boards at each host site (110 total). This includes the Halo Board, Mega Column and Feather Wall at Mercedes-Benz Stadium.

On-Site: Three in-stadium PA reads during each game (33 total). 10x10 booth inside each host site. Access to participants to hand out information directly.

Additional Media: Full-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.

TV SPONSORSHIP - \$32,500

Promotion: Company logo placed on all Corky Kell Classic materials including website, game programs, etc.

Television: Broadcast live on PeachtreeTV. Three 30-second TV commercials in every game (33 total). One in-game feature in every game (11 total). Included in the TV billboards during the first and second half of each game.

Additional Media: Full-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.

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GAMEDAY SPONSORSHIP - \$14,500

Promotion: Company logo placed on all Corky Kell Classic materials including website, game programs, etc.

Digital: Four video ads per game on the video message boards at each host site (44 total). Eight digital ads per game on the video message boards at each host site (88 total). This includes the Halo Board, Mega Column and Feather Wall at Mercedes-Benz Stadium.

On-Site: Two in-stadium PA reads during each game (22 total). 10x10 booth inside each host site. Access to participants to hand out information directly.

Additional Media: Full-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.

ON-SITE SPONSORSHIP - \$10,500

Promotion: Company logo placed on all Corky Kell Classic materials including website, game programs, etc.

Digital: Two digital ads per game on the video message boards at each host site (22 total)

On-Site: Two in-stadium PA reads during each game (22 total). 10x10 booth inside each host site. Access to participants to hand out information directly.

Additional Media: Half-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.

LUNCHEON SPONSOR - \$12,500

Promotion: Company logo placed on all Corky Kell Classic materials including website, game programs, etc.

On-Site: 10x10 booth inside the Corky Kell Classic luncheons. Three live messages during the luncheons with ability to have a speaker. Company banner displayed behind the stage. Table of 10 at the luncheons.

Additional Media: Half-page ad in the game program. CorkyKellClassic.com (300px x 500px cube ad). Scoreatl.com (300px x 250px rotating supercube ad). Georgia High School Sports Email Newsletter (600px x 300px content banner ad). Score Atlanta High School Scoring App (600px x 540px featured supercube ad). All ads run for two weeks.



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