

THE BRENT KEY/CORKY KELL + DAVE HUNTER CLASSIC 7-ON-7

The perennial Corky Kell Classic honored long-time Executive Director Dave Hunter by renaming the event in his honor in 2023, and this year's edition of the Brent Key/Corky Kell + Dave Hunter Classic 7-on-7 Tournament will pull out all the stops as it returns to Georgia Tech to host more than 80 teams in the largest tournament in event history. The tournament will be spread across four days, June 4, 5, 11 and 12, and will crown four different champions for each day of competition.

The tournament is a prelude to the Corky Kell + Dave Hunter Classic and will feature many of the teams playing in the event in August. 7-on-7 tournaments are an incredibly exciting opportunity for teams to get preseason experience and enjoy a fast paced football event. With 21-minute games, players, coaches, and fans will have a lot of down time to check out sponsorship booths, side entertainment and enjoy the competitive action.

The event will kick off each day with pool play in the morning with a point system to seed the elimination rounds, which will be played at the Georgia Tech practice fields, indoor facility, the intramural sports fields and Bobby Dodd Stadium with six teams at each location. Once in the quarterfinals, all games will be played at Bobby Dodd Stadium and will be streamed live on the Atlanta News First App and the National Federation High School Network. This year's tournament is expected to generate plenty of media coverage, highlighting some of the best Georgia high school football players, along with collegiate interests with a central location to scout football prospects.



4 DAYS ★ 84 TEAMS
JUNE 4, 5, 11 & 12, 2024
GEORGIA TECH

TITLE SPONSORSHIP (EXCLUSIVE) \$12,500

- **Promotion:** Company name/logo included in the event logo. Company name/logo included on all marketing and promotional items for the tournament, including the event info packet. Company referred to as the title sponsor in all live mentions.
- **Streaming:** Three 30-second commercials aired during the live broadcast starting in the quarterfinals. Two in-game features during the live broadcast.
- **On-Site:** 10 x 10 booth inside of Georgia Tech.

- Access to players, coaches, and fans to hand out specialty products. Opportunity for event-day signage on both the field and the Bobby Dodd Stadium video board.
- **Additional Media:** Scoreatl.com (300px x 250px rotating supercube ad). Score Atlanta High School Scoring App (640px x 500px landing page ad, 640px x 100px banner ad). All ads run for two weeks.

PRESENTING SPONSORSHIP \$7,500

- **Promotion:** Company referred to as a presenting sponsor during all live reads. Company name/logo included in the event info packet.
- **Streaming:** Two 30-second commercials aired during the live broadcast starting in the quarterfinals. One

- in-game feature during the live broadcast.
- **On-Site:** 10 x 10 booth inside of Georgia Tech. Access to players, coaches, and fans to hand out specialty products. Opportunity for event-day signage on both the field and the Bobby Dodd Stadium video board.

ON-SITE SPONSORSHIP \$3,250

- **Promotion:** Company name/logo included in the event info packet.
- **Streaming:** One 30-second commercial aired during the live broadcast starting in the quarterfinals. One

- in-game feature during the live broadcast.
- **On-Site:** 10 x 10 booth inside of Georgia Tech. Access to players, coaches, and fans to hand out specialty products. Opportunity for event-day signage.