



THE CORKY KELL + DAVE HUNTER CLASSIC

This year marks the first year of the Corky Kell + Dave Hunter Classic, honoring long-time Executive Director Dave Hunter and all he has done for the event during its 32 years of operation. The 11-game 2023 Corky Kell + Dave Hunter Classic will kick off Wednesday, August 16th at Kell High School as North Atlanta takes on Johns Creek in the event's opening game at 4:30 p.m., followed by the hosting Longhorns facing off against Parkview at 8 p.m. The following day at West Forsyth High School, North Forsyth will take on Archer at 4:30 p.m. and Cherokee will go up against West Forsyth at 8 p.m. The Classic returns to Rome's historic Barron Stadium on Friday as Fellowship Christian takes on Mt. Pisgah at 2:30 p.m., Creekside battles Kennesaw Mountain at 5:30 p.m. and the triple-header closes out with Cass taking on the hosting Wolves. During the Classic finale on Saturday at Mercedes-Benz Stadium, Norcross and Marietta will square off at 10 a.m., followed by Brookwood vs. McEachern at 1 p.m. Mill Creek will then take on North Gwinnett at 4 p.m. before the event ends with Grayson vs. Walton at 7 p.m. in the finale.

The Classic will also host two luncheons the week before the games, one in Marietta and one in Rome, that will highlight each participating program, its coaches, and its players. The luncheons bring about plenty of media as the event is a great medium for conversing with some of the state's top football prospects as they prepare for the upcoming season. Attendance for the luncheons is expected to be over 200, with one luncheon being held in Atlanta while the other will be held in Rome.

The 2022 Corky Kell Classic had more than 44,000 fans in attendance across the four-day 11-game lineup, while more than 210,000 homes (525,000 viewers) tuned in to the live broadcast. The Atlanta News First app received over 36,600 impressions, while the Score Atlanta website and scoring app generated 587,235 impressions during the week of Corky Kell. Additionally, 7,379 fans tuned into the NFHS Network to watch the 11 games. Viewers were not just treated to watching some of the state's best high school football players, but also got to witness a state-of-the-art broadcast that included a crew of 24 professionals and featured a live score scroller that showed viewers live scores from games around the state, provided by the Score Atlanta team and their online scoreboard and app. Halftime and postgame shows were filled with stories from school representatives and sponsor representatives, along with scores and playoff brackets. Many sponsors showed out during the four-day event with booth displays and representatives promoting their companies to each game's attendees.

TITLE SPONSORSHIP \$85,000 (SOLD)

- **Promotion:** Company logo included in the official event logo. Company logo placed on all 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 every 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, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Three in-stadium PA reads during each game (33 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly. Opportunity to brand the television set for each venue.
- **Additional Media:** Full back-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

PRESENTING SPONSORSHIP \$37,500

- **Promotion:** Company logo placed on all 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 every 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). Eight digital ads per game on the video message boards at each host site (88 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

TV SPONSORSHIP \$32,500

- **Promotion:** Company logo placed on all 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 every game.
- **Additional Media:** Full-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

GAMEDAY SPONSORSHIP \$14,500

- **Promotion:** Company logo placed on all 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, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

ON-SITE SPONSORSHIP \$10,500

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **Digital:** Two digital ads per game on the video message boards at each host site (22 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Half-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

LUNCHEON SPONSORSHIP \$12,500

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **On-Site:** 10 x 10 booth at both Classic luncheons. Three live messages during the luncheons with ability to have a speaker. Company banner displayed behind the stage. Table of 10 at both luncheons.
- **Additional Media:** Half-page ad in the event program. CorkyKellClassic.com (300px x 500px cube ad; average of 15,100 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.