



THE CORKY KELL + DAVE HUNTER CLASSIC

This year marks the second edition of the annual Corky Kell + Dave Hunter Classic (previously the Corky Kell Classic from 1992-2022), as the event returns with a thrilling four-day, 11-game lineup featuring top programs from around the state to kick off the Georgia high school football season. The Classic will kick off on Wednesday, Aug. 14 at Kell High School as Douglass-Atlanta takes on LaGrange at 4:30 p.m., followed with a 7:30 p.m. matchup between North Atlanta and the hosting Longhorns. On Thursday, Aug. 15 the Classic continues at West Forsyth High School with South Paulding vs. Dunwoody at 4:30 p.m. followed by a matchup featuring Class A Division I defending state champion Prince Avenue Christian versus the hosting Wolverines at 7:30 p.m. Come Friday, Aug. 16, the first game of the day will take place at Hebron Christian High School as the Lions host Therrell at 2 p.m. The event then takes to Rome's Barron Stadium where Callaway and Cass will face off at 5 p.m. before Creekside takes on the hosting Rome Wolves at 8 p.m. The event's finale on Saturday, Aug. 17 will take place at the prestigious Mercedes-Benz Stadium with an all-day four-game lineup. At 10 a.m. 2023 Class 7A runner-up Walton will battle against the Brookwood Broncos before Alpharetta vs. Houston County kicks off at 1 p.m. North Gwinnett and McEachern will battle it out at 4 p.m. before the event comes to a close with Douglas County taking on defending Class 3A state champion Cedar Grove at 7 p.m. Each of the games will be broadcast live on the Peachtree Sports Network, and streamed digitally on the Atlanta News First app and the National Federation High School Network (NFHS). On Saturday, each of the four games will additionally be broadcast on Peachtree TV, with live radio coverage from 92.9 The Game.

The Classic will also host two luncheons the week before the games, with one being held in Marietta and the other held 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 coaches, players, media and fans all in attendance.

The 2023 Corky Kell + Dave Hunter Classic had more than 40,375 fans in attendance across the four-day 11-game lineup, while more than 213,000 homes (532,500 viewers) tuned in to the live broadcast. The Atlanta News First app received over 43,200 impressions, while the Score Atlanta website and scoring app generated 546,325 impressions during the week of the event. Additionally, 5,694 fans tuned in to 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 its online scoreboard and app. Halftime and postgame shows were filled with stories from school and sponsor representatives, with many sponsors also showing up to the 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 the Peachtree Sports Network. 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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.

PRESENTING SPONSORSHIP \$39,500

- **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 the Peachtree Sports Network. 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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.

TV SPONSORSHIP \$35,000

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **Television:** Broadcast live on the Peachtree Sports Network. 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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.

GAMEDAY SPONSORSHIP \$16,000

- **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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.

ON-SITE SPONSORSHIP \$12,000

- **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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.

LUNCHEON SPONSORSHIP \$13,500

- **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 15,045 impressions per day during the event). ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 375,642 impressions every Friday night during the football season). All ads run for two weeks.