



**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

WHY PARTNER WITH THE CORKY KELL CLASSIC?



The top High School Football Event in the country, the MetroPCS Corky Kell Classic will invade Mercedes-Benz Stadium this August for the second straight year as the Classic enters its 28th year. Also, for the first time, football games will be played at Coolray Field in Gwinnett County, home of the Atlanta Braves' Class AAA minor league club. Featuring 18 of the top teams in Georgia including defending state champions from the state's top classification, Corky Kell is the most-viewed sporting event in Atlanta on television during those three days and also includes full radio coverage as well as a strong local, regional and national digital platform. Corky performs well in the all-important male adults 25 to 54 age demographic and the nine games in Rome, Coolray Field and Mercedes-Benz Stadium are expected to draw more than 65,000 fans, from families throughout the state to the ardent college football fans wanting to watch some of the top high school football players not only in the state of Georgia but also the country. For almost three decades, Corky Kell Classic has become a major player in the sports fabric of Atlanta and it can deliver your brand a "one stop shop" for all your multi-media marketing, on-site activation, promotional and VIP hospitality.



**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

**WHY GEORGIA IS ONE OF THE TOP HOMES
FOR HIGH SCHOOL FOOTBALL**

Georgia High School Football's competitiveness, excitement and star power draws significant attention each season, and the state's ever-growing influence on the college football landscape is spiking interest like never before. The Classic is celebrating this excellence and setting the ultimate stage for the 2019 high school football season's official kickoff. After the conclusion of the 2018 college football season, Steve Slay of the Georgia High School Football Historians Associations released a report that put Georgia High School Football's presence in college football into full perspective. The report found 4,331 former Georgia High School football players were on college rosters during the 2018 season. The FBS led the way with 1,111 players and 596 belonged to schools in the Power 5 Conferences. There were also 881 playing in DII, 549 in DIII, 505 in NAIA and 353 on JUCO rosters. The hub of Georgia High School Football is Gwinnett County, where five of this year's Corky teams call home, and the county has become a nationally-recognized brand for its collection of championship programs as annually more than 100 county graduates sign football scholarships to attend D1 major programs. ALL 18 TEAMS participating in the 2019 Corky Kell reached the state playoffs last season and are returning with rosters that feature some of the most sought-after prospects in the nation.

Marietta's five-star U.S. Army All-American Arik Gilbert will take the field Day 1 as the Blue Devils face Rome. Gilbert is the No. 1 rated athlete in the country at 6-foot-5, 255 pounds. Tennessee-commit and four-star Harrison Bailey quarterbacks Marietta, and the roster also features 4-star defensive end B.J. Ojulari, 4-star offensive lineman Jake Wray, 4-star safety and Florida-commit Rashad Torrence II, 3-star running back Kimani Vidal, 3-star athlete Dawson Ellington and 3-star receivers Taji Johnson and Kobe Stewart. On Day 2, defending Class AAAAAAA state champion Milton will matchup with 11-time state champion Buford. Milton will have 6-foot-5, 325-pound Clemson-commit Paul Tchio in the trenches. Arizona State-commit T Lee and Oklahoma-commit Jalen Huff suit up for Buford. The final day will be played in Mercedes-Benz Stadium with a five-game lineup. McEachern and Brookwood are the only two teams to ever play in all 28 years of the Classic and the programs will go head-to-head in the 6 p.m. slot. McEachern's receivers corps has Class of 2021 4-star Dacari Collins and 4-star Alabama-commit Javon Baker. Defensive lineman and Georgia-commit Jamil Burroughs leads McEachern's experienced defensive front.

GREAT MATCHUPS

The 2019 MetroPCS Corky Kell Classic presented by the Georgia National Guard has an 18-team lineup that amassed a combined 163-60 record last season. All 18 teams reached the state playoffs. Milton scored a 14-13 win over Corky Kell participant Colquitt County in the Class AAAAAA state championship. There were also three teams that advanced to the state semifinals (Archer in 7A, Rome in 5A and Calhoun in 3A), two teams that advanced to the state quarterfinals (North Gwinnett in 7A, Buford in 5A), seven teams made it to the second round (McEachern, Mill Creek, East Coweta, Walton and Norcross in 7A, Kell in 5A and Ridgeland in 4A) and four teams that played in the first round (Marietta and Brookwood in 7A and Mays and Tucker in 6A)



2019 MATCHUPS WITH ENROLLMENT NUMBERS FOR EACH SCHOOL

Thursday, August 22nd, Rome HS

5:30 p.m.

Ridgeland (1,385) vs. Calhoun (1,084)

8:30 p.m.

Rome (1,714) vs Marietta (2,172)

Friday, August 23rd, Coolray Field

5:30 p.m.

Archer (2,580) vs. Tucker (1,824)

8:30 p.m.

Buford (1,299) vs. Milton (2,180)

Saturday, August 24th, Mercedes-Benz Stadium

9 a.m.

Kell (1,483) vs. Mays (1,742)

11:30 a.m.

Norcross (3,753) vs. Walton (2,710)

2:30 p.m.

North Gwinnett (2,846) vs. Colquitt County (1,722)

5:30 p.m.

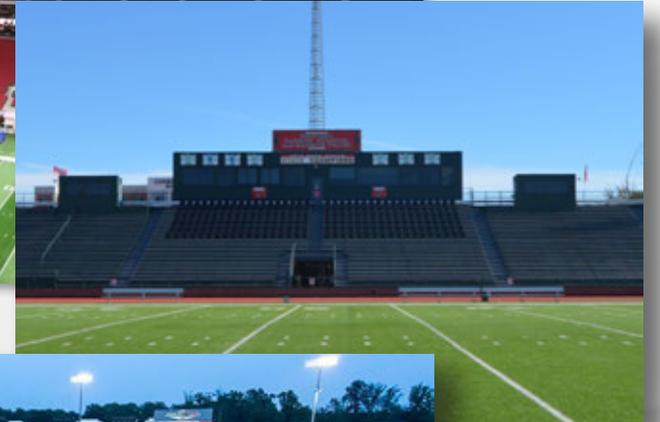
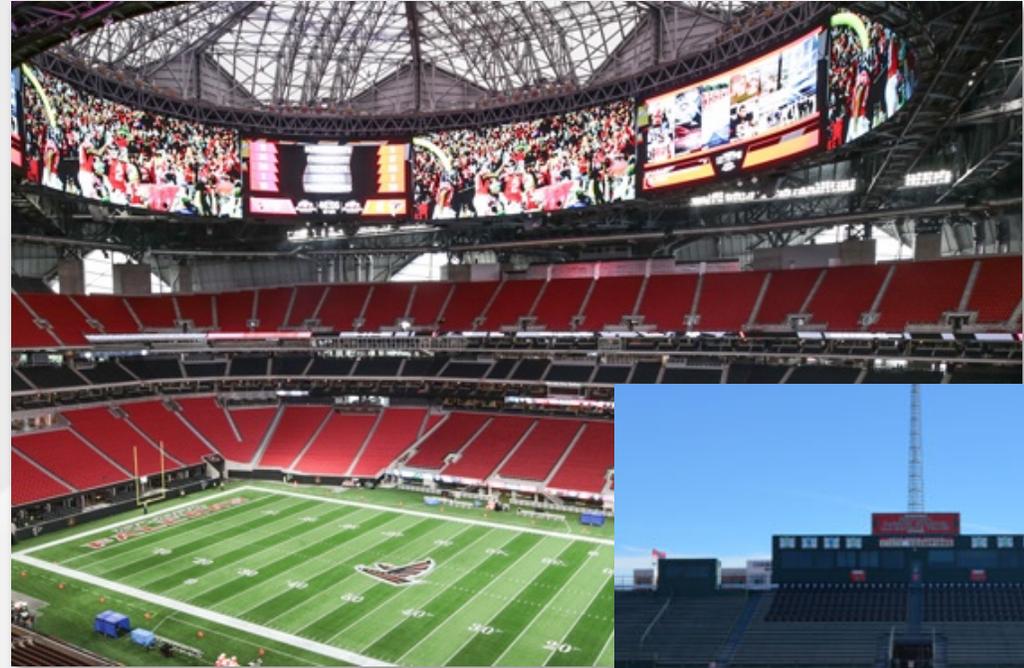
Brookwood (3,476) vs. McEachern (2,342)

8:30 p.m.

Mill Creek (3,998) vs. East Coweta (2,882)

PREMIER HS FOOTBALL IN PREMIER VENUES

For the second time, the Metro PCS Corky Kell Classic will be played in Mercedes-Benz Stadium. Corky Kell will have access to all their digital platforms including the 360 degree Halo board, digital column and digital ribbon and video boards. The Thursday night games are in Rome at Barron Stadium, the home of the Rome Wolves, who will play the nightcap against Marietta and recently put in a large video board and new scoreboard. The Friday night games are at Coolray Stadium, a first for football in Gwinnett County. Barron Stadium was packed with more than 14,000 fans last year and has a cozy high school feel to it, while Coolray benefits from being in perhaps the best high school football county in America.





**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

TV, DIGITAL AND RADIO

HUGE TV, DIGITAL AND RADIO PLATFORMS



TV

This year, the Classic is set to televise all nine games with CBS46 and Peachtree TV on network television for the first time in Corky Kell Classic history. The broadcast will produce over 29 hours of the best high school football in Georgia. The Classic was televised to more than 1.3 million households last year over the THE ATL, Channel 36, in conjunction with WXIA-TV, the NBC affiliate in ATLANTA, GA.



DIGITAL

This year CBS46 and Peachtree TV will provide live streaming across its digital network for all nine games. All games will be streamed live on the high school sports network, NFHS. All games will also be streamed on Facebook Live. Between the Corky Kell website, the Score Atlanta website, the Score Atlanta high school newsletter, as well as the Score Atlanta Scoring APP the games will create an average of 795,250 impressions per day. The matchups can also be followed by a digital GameTracker, much like ESPN does with many of their stick and ball sports and includes live play-by-play action and statistics.



**HIGH SCHOOL
HAPPENS HERE**



RADIO

Now in its fifth year, Sports Radio 92.9 The Game, the No. 1 sports talk station in Atlanta and largest sports radio audience in the southeast, will broadcast every game from start to finish. Any games that have a conflict with the Falcons preseason game on 92.9 will be broadcasted on WAOK. In addition, a local radio station in Rome as well as stations in Calhoun and North Georgia will broadcast the two Thursday games while a Moultrie station as well as a station from East Coweta will broadcast Saturday games.





**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

DELIVERABLES



DELIVERABLES

LUNCHEON ON-SITE ACTIVATION

Luncheons will be held in Rome on Aug. 20 and Atlanta on Aug. 21

- 8-foot table / booth inside luncheons
- Two to three live messages during luncheons
- Banner behind kiosk at luncheons
- Table of 10 at luncheons
- Full-page print ad in game program, which will be placed on every seat at luncheons and handed out at games.

ADDITIONAL MEDIA

- Half-page print ad in the game program
- Scoreatl.com & GAprepnews.com (300px X 250px rotating supercube ad for 1 week)
- Score Atlanta High School Scoring APP (600px X 540px featured supercube ad for 1 week)



**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

BRAND EXPOSURE

BRAND EXPOSURE

- In-stadium field level signs
- In-stadium wall signage
- In-stadium video board
- Goal post pads
- Field markers
- Championship and MVP trophies
- Event website
- ScoreATL website
- Event Facebook page
- Event Twitter page
- Bowl press releases
- Newspaper/Print ads
- TV Advertising
- Credentials
- Game program front cover
- Game program CEO welcome message
- Game program ad
- TV Billboards
- TV in-game feature
- TV commercial units
- Luncheon Signage
- Luncheon Message
- Luncheon Activation



**THE BEST
3 DAYS
OF HIGH SCHOOL
FOOTBALL
IN AMERICA**

INVESTMENT

INVESTMENT

- 2019 : \$8,750

The MetroPCS Corky Kell Classic looks forward to working with you in 2019.

IJ Rosenberg | 404-246-7819 | ijrosenberg@scoreatl.com