



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

WHY PARTNER WITH THE CORKY KELL CLASSIC?



The top High School Football event in the country, the Corky Kell Classic will invade Mill Creek and Walton High School this September for the first time as the Classic enters its 29th year. Leading up, the football games will be played at West Forsyth High School in Forsyth County and Dacula High School on Wednesday and Thursday. Featuring 18 of the top teams in Georgia including championship programs from the state’s top classification, Corky Kell is the most-viewed sporting event in Atlanta on television during its multi-day schedule 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 West Forsyth, Dacula, Walton and Mill Creek Stadium are expected to draw more than 24,000 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, the Corky Kell Classic has become a major player in the sports fabric of metro Atlanta and it can deliver your brand a “one-stop-shop” for all your multi-media marketing, on-site activation, promotional and VIP hospitality.



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**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 2020 high school football season's official kickoff. After the conclusion of the 2019 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 2019 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 seven 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 2020 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.

Carver-Atlanta 3-star cornerback Tobias Fletcher and West Forsyth 3-star offensive tackle Dylan Fairchild will be among the many Class of 2021 prospects taking the field for Day 1 of this year's Corky Kell Classic. When the action moves to Dacula for Day 2, Auburn-commit Aaron McLaughlin will quarterback the Denmark Danes against Greater Atlanta Christian, and Tucker 3-star defensive end Dawson Rivers will be matched up against the Dacula offense. The final day of the Corky Kell Classic at Mill Creek High School has a full days' worth of top matchups and big-name prospects. This group includes North Gwinnett's All-American 4-star linebacker Barrett Carter and 4-star cornerback Jordan Hancock along with McEachern's University of Florida commit, outside linebacker Chief Borders in one of the event's most highly anticipated matchups. Parkview's 4-star running back Cody Brown, who rushed for over 1,600 yards last season with 20 touchdowns on the ground, will be matched up against a Mill Creek defense that allowed just under 16 points a game last season.

GREAT MATCHUPS

The 2020 Corky Kell Classic has an 18-team lineup that amassed a combined 162-60 record last season. All 18 teams reached the state playoffs and the 12 of the 18 teams advanced past the opening round. Reclassification and an expanded lineup have set the stage for four days' worth of outstanding matchups. Wednesday's action will unfold at Class AAAAAA West Forsyth with Class AAA Carver-Atlanta taking on Class AAAAAA Cherokee in the opener and Class AAA Mays clashing with the host Wolverines in the backend of the doubleheader. This will be the first-ever Corky Kell appearance for West Forsyth and Carver, as well as Cherokee's first time in the Classic since 2007. Dacula High School will be the site of Day 2 of the Classic with Class AAAAAA's Denmark and Greater Atlanta Christian squaring off in the opening game and the host Falcons taking on Tucker in a Class AAAAAA showdown in the nightcap. This will be Denmark's first-ever Corky Kell Classic appearance and it will be Dacula's first since 2003. The action shifts to Walton High School on Friday with a matchup between Class AAAAAA Kell and Class AAAAAA Walton. Saturday's four-game schedule at Mill Creek High School will close out the Classic with a marathon of must-see matchups. Brookwood and Collins Hill will take the field first at 10 a.m. and then four more Class AAAAAA showdowns will follow. Mill Creek and Parkview are scheduled for a 1 p.m. kickoff and Lowndes and Archer go head-to-head at 4:15 p.m. Then, at 7:30 p.m. North Gwinnett will take on McEachern to round out a full day of football.



2020 MATCHUPS WITH ENROLLMENT NUMBERS FOR EACH SCHOOL

Wednesday, Sep. 2, West Forsyth

5:30 p.m. Carver-Atlanta (930) vs. Cherokee (2,816)

8:30 p.m. West Forsyth (2,558) vs. Mays (1,256)

Thursday, Sep. 3, Dacula

5:30 p.m. Denmark (2,014) vs. GAC (1,368)

8:30 p.m. Dacula (2,196) vs. Tucker (1,747)

Friday, Sep. 4, Walton

8 p.m. Walton (2,655) vs. Kell (1,502)

Saturday, Sep. 5, Mill Creek

10 a.m. Brookwood (3,566) vs. Collins Hill (2,920)

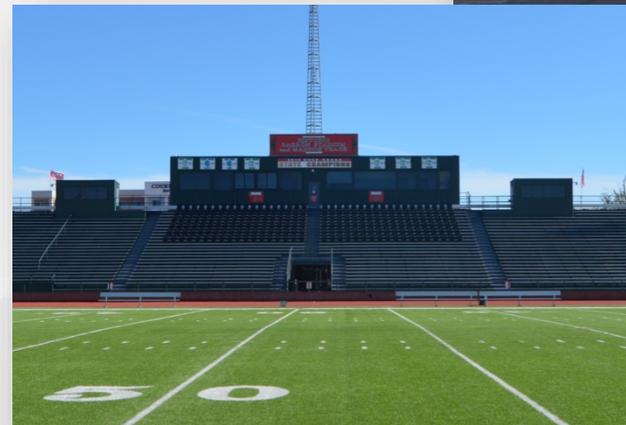
1 p.m. Mill Creek (3,651) vs. Parkview (3,124)

4:15 p.m. Lowndes (2,934) vs. Archer (2,743)

7:30 p.m. North Gwinnett (3,239) vs. McEachern (2,412)

PREMIER HS FOOTBALL IN PREMIER VENUES

For the first time, the Corky Kell Classic will be played at Mill Creek High School, featuring the event's four-game marathon at one of the state's largest high school stadiums. The Wednesday night games are in West Forsyth High School, the home of the West Forsyth Wolverines, who will play the nightcap against Mays and recently put in a large video board and new scoreboard. The Thursday night games are at Dacula High School for two games. The Friday night game will be played at Walton High School for the first time in event history.





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TV AND DIGITAL

HUGE TV AND DIGITAL PLATFORMS



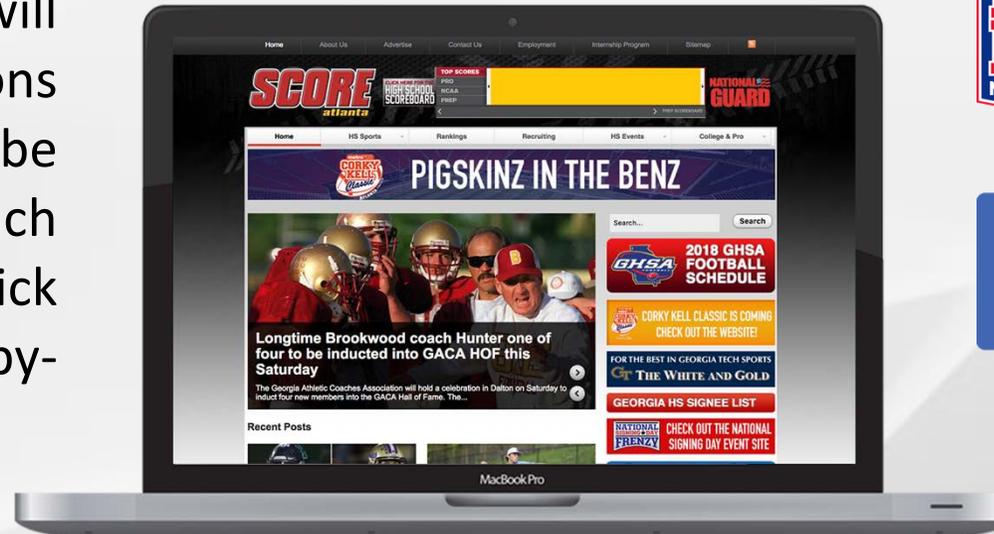
TV

This year, the Classic is set to televise all nine games with CBS46 and Peachtree TV on network television for the second time in Corky Kell Classic history. The broadcast will produce over 35 hours of the best high school football in Georgia. The Classic was televised to more than 1.9 million households last year over PeachtreeTV and CBS46. Three of the nine games of last year's Classic were televised on CBS, Corky's first time on a network station.



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 825,325 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.



RADIO

Now in its sixth 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.





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DELIVERABLES



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ON-SITE ACTIVATION

- Four digital ads per game on the Message Boards at West Forsyth, Dacula and Walton (20 Total)
- One PA announcement per game (9 Total)
- 8 foot table/booth inside West Forsyth, Dacula, Walton and Mill Creek Stadium
- Access to participants: hand out information directly to players, coaches, bands and cheerleaders

ADDITIONAL MEDIA

- Full-page print ad in the game program
- Scoreatl.com & GApreprenews.com (300px X 250px rotating supercube ad for 2 weeks)
- Georgia High School Sports Email Newsletter (600px X 300px content banner ad for 2 weeks)
- Score Atlanta High School Scoring APP (600px X 540px featured supercube ad for 2 weeks)





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BRAND EXPOSURE

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- In-stadium field level signs
- In-stadium wall signage
- In-stadium video board
- Goal post pads
- Field markers
- Game ball sponsorship
- Event website
- ScoreATL website
- Event Facebook page
- Event Twitter page
- 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



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INVESTMENT

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- 2020 : \$10,500

The Corky Kell Classic looks forward to working with you in 2020.

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