THE BEST 4 DAYS OF HIGH SCHOOL FOOTBALL IN AMERICA

PARTNER WITH THE CORKY KELL CLASSIC ON ITS 30TH YEAR ANNIVERSARY

The top High School Football event in the country, the Corky Kell Classic, will invade Gainesville and North Cobb High School this August for the first time as the Classic enters its 30th year. The preceding football games will be played at West Forsyth High School on Wednesday and Dacula High School on Thursday before the event closes out on Saturday with a return to Mercedes-Benz Stadium. Featuring 22 of the top teams in Georgia, the Corky Kell Classic 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 age 25 to 54 demographic, and the eleven games are expected to draw more than 25,000 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. Over its three decades in operation, 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'S IMPACT ON 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 2021 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. That number eclipsed 4,400 players in Slay's 2020 list and it was also published that there were 150 former Georgia High School Football players represented on NFL rosters this past season. The hub of Georgia High School Football is Gwinnett County, where eight of this year's Corky teams call home—including two-time defending state champion Buford. Gwinnett 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. Twenty-one of the teams participating in the 2021 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.

TOP-RANKED PLAYER IN THE STATE PLAYING IN CORKY

The 30th Corky Kell Classic has its biggest lineup ever and will conclude with one of the most star-powered matchups in its history. Class 7A state runner-up Collins Hill squares off with Brookwood in Saturday's finale and will have the No. 1 player in the state and No. 7 overall player in the nation—Florida-State-bound 5-star Travis Hunter—who will be starring both as a receiver and cornerback. Under center for the Eagles will be 4-star quarterback Sam Horn—who is heading into his senior season as the state's sixth-highest rated prospect. Brookwood has its own star playmakers set to lead the way in 2021. This group includes Class of 2023 quarterback Dylan Lonergan—who has already picked up 11 Power 5 offers and was leading the entire state in passing this past season prior to his midseason leg injury. Lonergan's receiving corps includes four-stars De'Nylon Morrissette and Samuel Mbake—the state's No. 19 and No. 21 rated prospects for the Class of 2022. As for the defense, Georgia-commit and 4-star Marquis Groves-Killebrew will be tasked with trying to slow down Hunter—who accounted for 24 of Collins Hill's 43 touchdown receptions this past season. Cherokee 3-star quarterback AJ Swann will be featured in the opening game of the 2021 Classic and already has 11 offers on the table following his outstanding junior season. In the back-end of the doubleheader, West Forsyth tight end Oscar Delp will take the field. Delp is the No. 25 overall prospect in the state for the Class of 2022 and is listed as a 4-star prospect. Westlake will battle Archer on Thursday and is coming off a run to the Class 6A semifinals. Archer once again has a stacked secondary that features three-star safety Caleb Wooden. In Thursday's nightcap, Class 6A powerhouses Dacula and Tucker will face off for the first time in their history. Johns Creek three-star athlete Terian Williams will lead the Gladiators against host Gainesville on Friday and Class 7A North Cobb will visit 3-star running back Victor Venn and the defending state champion Buford Wolves in the back-end of Friday's doubleheader. Saturday is packed with a five-game lineup that will conclude with the highly-anticipated showdown between Collins Hill and Brookwood—which will be making its 30th appearance in the Corky Kell Classic.

GREAT MATCHUPS

The 2021 Corky Kell Classic has a massive 22-team lineup to celebrate its 30-year Anniversary. Twenty-one of the teams reached the state playoffs in 2020 and eight of the teams advanced to the quarterfinals or further. Wednesday's double-header features the same four teams that kicked off last year's classic, but the matchups have been switched up with Cherokee taking on Mays and West Forsyth squaring off with Carver-Atlanta. West Forsyth and Carver-Atlanta both reached the quarterfinals in their respective classifications this past season. Thursday will stage a pair of outstanding first-ever matchups that will see Westlake battle Archer and Dacula take on Tucker. On Friday, Johns Creek will face Gainesville for the first time in program history and defending state champion Buford will face North Cobb in a rematch of North Cobb's 28-14 regular season victory this past year. The Corky Kell makes its return to Mercedes-Benz Stadium on Saturday with a five-game lineup. McEachern and Kell will face off in the opening game in what marks the first-ever meeting between the Cobb County programs. Then, Gwinnett County's Mill Creek and Parkview will also be meeting for the first time and Walton will take on Lowndes for the first time afterwards. North Gwinnett will then face Alabama powerhouse Hoover—which will become the first out-of-state program to ever appear in the Corky Kell Classic. In the final game, Gwinnett County powerhouses Brookwood and Collins Hill will take the field. Collins Hill advanced to last year's Class 7A championship and will be challenged by a Broncos team that returns the bulk of its offensive firepower from last year's 8-3 squad.

2021 MATCHUPS WITH ENROLLMENT NUMBERS FOR EACH SCHOOL

Wednesday, Aug. 18, West Forsyth

5:30 p.m. Cherokee (2,816) vs. Mays (1,333)

8:30 p.m. West Forsyth (2,561) vs. Carver-Atlanta (588)

Thursday, Aug. 19, Dacula

5:30 p.m. Westlake (2,073) vs. Archer (2,743)

8:30 p.m. Dacula (2,224) vs. Tucker (1,757)

Friday, Aug. 20, Gainesville

5:30 p.m. Gainesville (2,148) vs. Johns Creek (2,142)

Friday, Aug. 20, North Cobb

8 p.m. North Cobb (2,810) vs. Buford (1,450)

Saturday, Aug. 21, Mercedes-Benz Stadium

9 a.m. McEachern (2,390) vs. Kell (1,526)

11:45 a.m. Parkview (3,055) vs. Mill Creek (3,710)

2:45 p.m. Lowndes (2,866) vs. Walton (2,685)

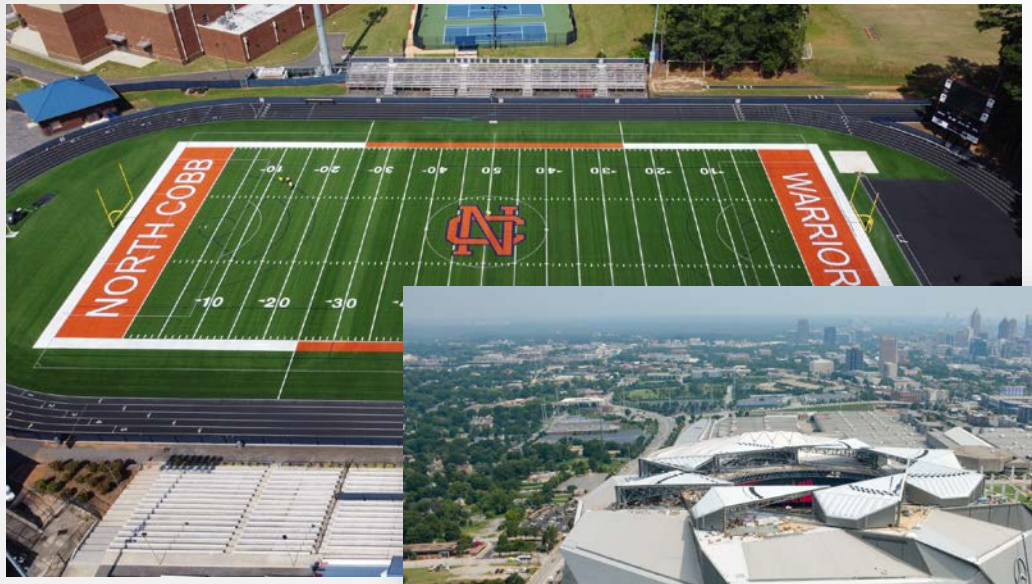
5:45 p.m. North Gwinnett (3,209) vs. Hoover (AL.) (2,950)

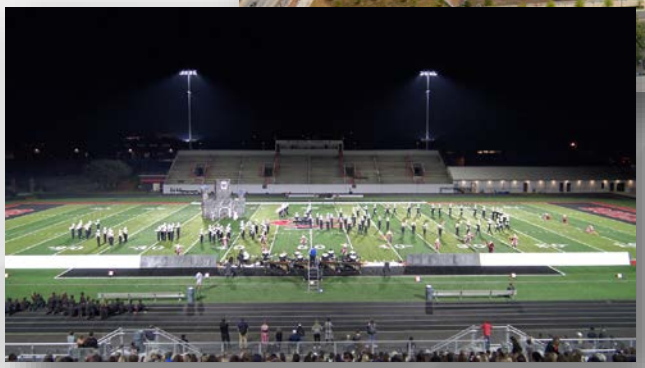
8:45 p.m. Brookwood (3,585) vs. Collins Hill (3,023)

* Home teams are on the left-hand side

PREMIER HS FOOTBALL IN PREMIER VENUES

For the first time in event history, the Corky Kell Classic will be played at Gainesville and North Cobb High School, featuring one game each on Friday from the Classic's eleven-game lineup. Gainesville will host the first game on Friday as the Red Elephants face-off against the Gladiators. Gainesville's football field features the state's largest digital scoreboard, stretching 52-feet-wide and 31-feet-high, with full digital capability making the game day experience like no other. The Classic also gets a new host site in North Cobb High School, who will host Buford in Friday's nightcap and also features a digital scoreboard. On Wednesday, the Classic will return to West Forsyth, who's stadium features a large digital scoreboard. Dacula will host the pair of games on Thursday and will feature a new scoreboard with improved digital and audio capabilities. Come Saturday, the Classic will return to Mercedes-Benz Stadium, after a year away due to Covid-19 restrictions, with a five-game lineup to close out the event. MBS offers access to multiple premier digital boards, such as the Mega Column, Feather Wall and Halo Board along with ribbon boards that surround the stadium.





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TV AND DIGITAL

HUGE TV AND DIGITAL PLATFORMS

TV

This year, the Classic is set to televise all 11 games with PeachtreeTV. The broadcast will produce over 35 hours of the best high school football in Georgia to start off the 2021 Georgia High School Football season. The Classic was televised to more than 1.76 million households last year over PeachtreeTV and CBS46.

DIGITAL

This year CBS46 and Peachtree TV will provide live streaming across its digital network for all 11 games. All games will be streamed live on the National Federation High School Network. 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 869,500 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.

NFHS NETWORK HIGH SCHOOL HAPPENS HERE

LIVE

GEORGIA CONSTRUCTION CAREERS.COM

CORKY KELL Classic

30TH ANNIVERSARY

ATLANTA 1992-2021

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DELIVERABLES

DELIVERABLES

DIGITAL

- Four digital ads per game on the Message Boards at each host site (44 Total)
- Access to participants: hand out information directly to players, coaches, bands and cheerleaders

ON-SITE ACTIVATION

- 10 X 10 booth inside West Forsyth, Dacula, Gainesville, North Cobb and Mercedes-Benz Stadium
- Access to participants: hand out information directly to players, coaches, bands and cheerleaders

ADDITIONAL MEDIA

- Two PA announcement per game (22 Total)
- Full-page print ad in the game program
- Scoreatl.com, CorkyKellClassic.com & Gaprepnews.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

BRAND EXPOSURE

- 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

INVESTMENT

- 2021 : $12,500

The Corky Kell Classic looks forward to working with you in 2021.

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