



**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 Mercedes-Benz Stadium this August for the third straight year as the Classic enters its 29th year. Leading up, the football games will be played at West Forsyth High School in Forsyth County, Dacula High School and Rome’s Barron Stadium for the third straight year. Featuring 22 of the top teams in Georgia and Alabama 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 11 games in West Forsyth, Dacula, Rome 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, 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.



**THE BEST  
4 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 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 22 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 as they go up against Tucker and the Tigers' 3-star defensive end Dawson Rivers. Rome's Barron Stadium will offer a firsthand look at two of the highest-rated prospects in the state for the Class of 2022 in the opening game of the double-header. Cedartown athlete C.J. Washington is currently the No.4 overall prospect in the state for the Class of 2022 and he will lead the Bulldogs against the Carrollton Trojans' quarterback MJ Morris, who is the state's No. 6 overall prospect in the Class of 2022. The final day of the Corky Kell Classic has a full days' worth of top matchups and big-name prospects. This group includes North Gwinnett All-American linebacker Barrett Carter, Parkview's 4-star running back Cody Brown and McEachern's University of Florida commit, outside linebacker Chief Borders. Additionally, Hoover's talented out-of-state roster will pin some of the top prospects out of the Cotton State against the Peach State in its matchup with Lowndes and the Vikings 3-star running back Dylan Pauley.

# GREAT MATCHUPS

The 2020 Corky Kell Classic presented by the Georgia National Guard has a 22-team lineup that amassed a combined 197-72 record last season. All 22 teams reached the state playoffs and the 15 of the 22 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 Tucker squaring off in the opening game and the host Falcons taking on Archer 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 Rome's Barron Stadium on Friday for a doubleheader between Class AAAA Cedartown and Class AAAAAA Carrollton in the opener and Class AAA Rockmart and Class AAAAAA Rome going at it in the night slot. Carrollton will be making its first appearance in the event since 2014 and Rockmart will make its debut. Saturday's five-game schedule will close out the Classic with a marathon of must-see matchups. Class AAAAAA Kell and Class AAAAAA Walton will take the field first at 9 a.m. and then four Class AAAAAA showdowns will follow. Brookwood and Collins Hill are scheduled for an 11:45 a.m. kickoff and Parkview and Mill Creek go head-to-head in another Gwinnett County showdown at 3 p.m. Then, at 6 p.m. Lowndes will take on Hoover in the first cross-state matchup in event history in what is likely to be a clash between two nationally ranked teams. It will be the first-ever appearance in the Corky for both championship programs.



# 2020 MATCHUPS WITH ENROLLMENT NUMBERS FOR EACH SCHOOL

## **Wednesday, August 19<sup>th</sup>, West Forsyth**

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

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

## **Thursday, August 20<sup>th</sup>, Dacula HS**

5:30 p.m. Denmark (2,014) vs. Tucker (1,747)

8:30 p.m. Dacula (2,196) vs. Archer (2,845)

## **Friday, August 21<sup>st</sup>, Rome and Barron Stadium**

5:30 p.m. Cedartown (1,302) vs. Carrollton (1,698)

8:30 p.m. Rome (1,914) vs. Rockmart (961)

## **Saturday, August 22<sup>nd</sup>, Mercedes-Benz Stadium**

9 a.m. Kell (1,502) vs. Walton (2,655)

11:45 a.m. Brookwood (3,566) vs. Collins Hill (2,920)

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

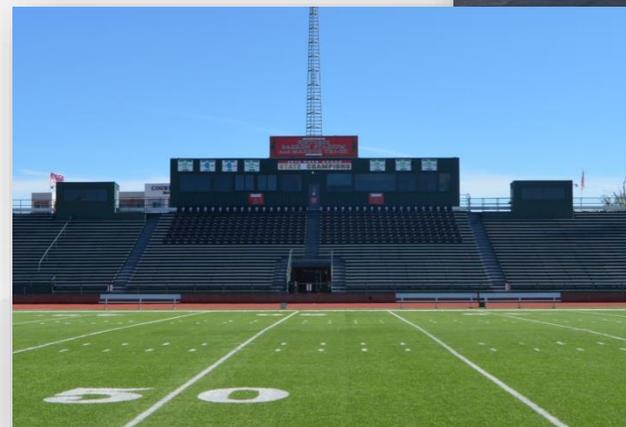
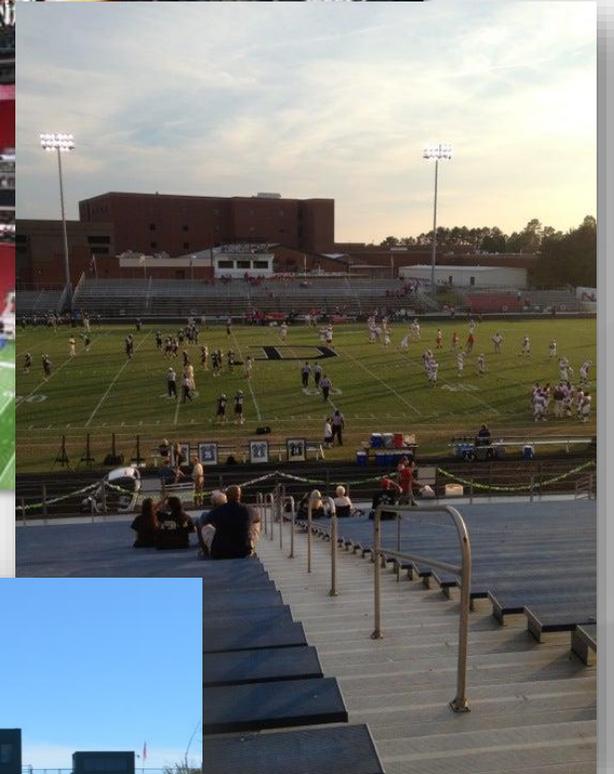
6 p.m. Lowndes (2,934) vs. Hoover (2,992)

9 p.m. North Gwinnett (3,239) vs. McEachern (2,412)

# PREMIER HS FOOTBALL IN PREMIER VENUES

**F**or the third time, the 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 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. Barron Stadium is moving to Friday night after hosting on Thursday the last two years. The historic venue was packed with more than 14,000 fans last year and has a cozy high school feel to it.





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

**TV AND DIGITAL**

# HUGE TV AND DIGITAL PLATFORMS



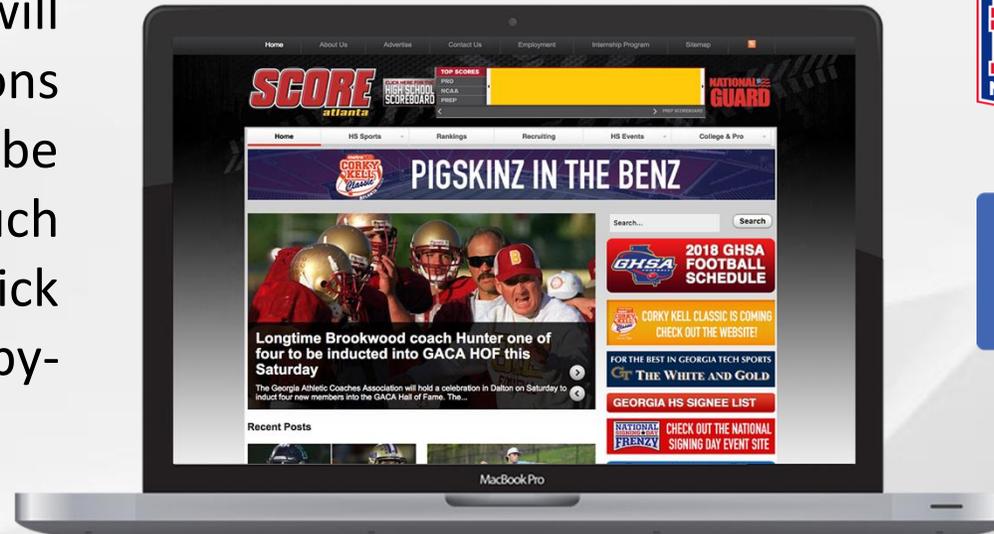
TV

**T**his year, the Classic is set to televise all eleven 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 eleven 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

**N**ow 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. 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 Rockmart and Cedartown will broadcast the two Friday games while a Valdosta station as well as a station from Hoover, Alabama will broadcast Saturday games.





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

**DELIVERABLES**



# DELIVERABLES

- Company logo included in official Corky Kell logo
  - Placed on all Corky Kell materials including website, game programs, main field logo at the 50-yard line, etc.
- Opportunity at all four venues to place company logo on the 30-yard line

## TELEVISION

- Broadcast live on television on CBS46 and Peachtree TV
  - Four 30-second TV commercials in every game (44 Total)
  - Two in-game features in every game (22 Total)

## ADDITIONAL MEDIA

**(Halo Board & Digital Column at Mercedes-Benz Stadium, Video Boards at West Forsyth and Barron Stadium)**

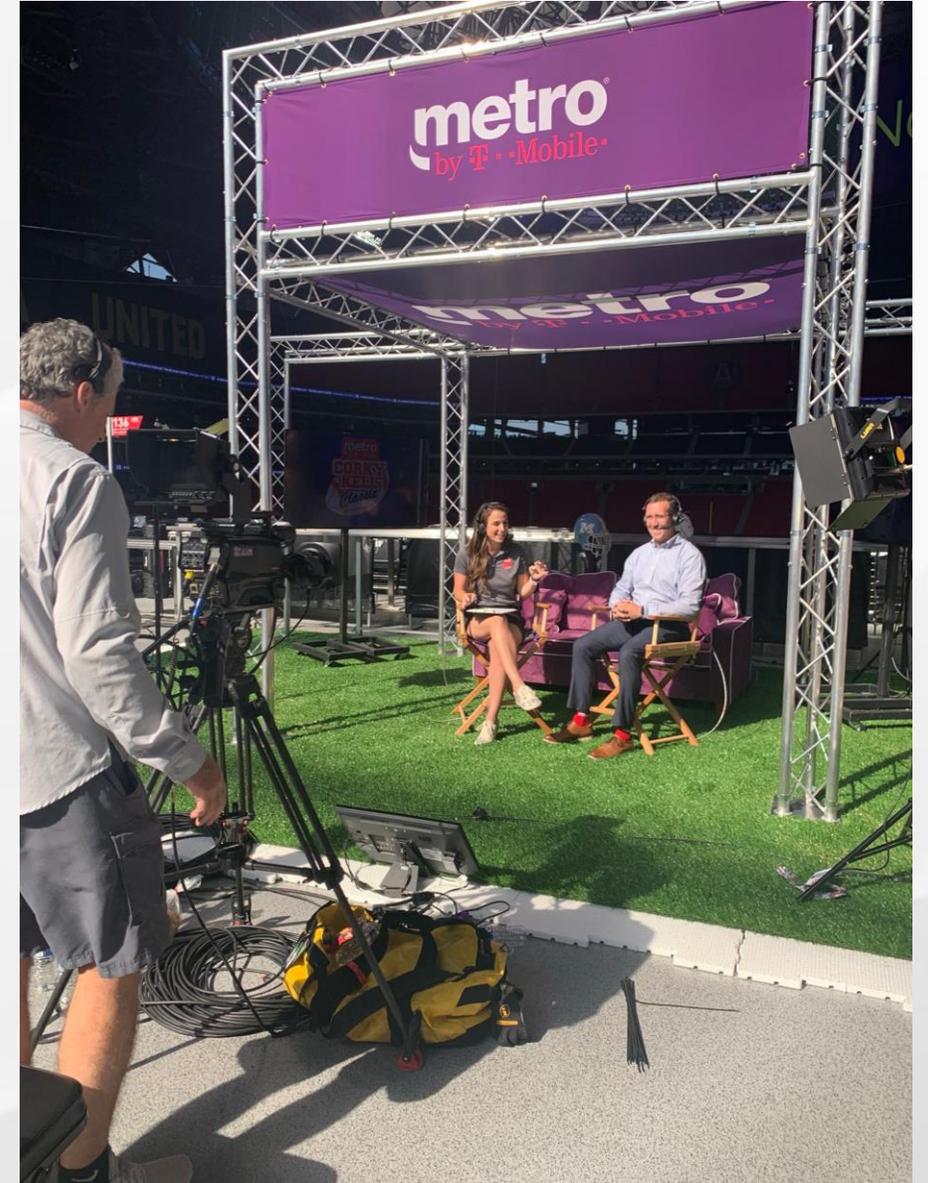
- Five 30-second commercials per game on the Video Message Board at West Forsyth, Rome and Mercedes-Benz Stadium (45 Total)
- Five 30-second commercials per game on the Digital Column at MBS (25 Total)
- Ten digital ads per game on the Message Boards at all stadiums (90 Total)
- Two graphic ads per game on the Digital Column at MBS (10 Total)
- Two graphic ads per game on the Feather Wall at MBS (10 Total)
- Three PA announcements per game (33 Total)

## ON-SITE ACTIVATION

- 10 X 10 booth inside West Forsyth, Dacula, Rome's Barron Stadium and Mercedes-Benz Stadium
- Access to participants: hand out information directly to players, coaches, bands and cheerleaders
- An end zone suite at Mercedes-Benz Stadium
- Opportunity to brand the television set for all four venues

## ADDITIONAL MEDIA

- Full back page ad in the game program
- Scoreatl.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)



# LUNCHEON ON-SITE ACTIVATION

Luncheons will be held in Rome on Aug. 11<sup>th</sup>, and Aug. 12<sup>th</sup> in Marietta

- 8-foot table / booth inside luncheons
- Two to three live messages during luncheons, including the title sponsor speaking for 2-3 minutes
- Banner behind kiosk at luncheons
- Full back page print ad in game program, which will be placed on every seat at luncheons and handed out at games





**THE BEST  
4 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
- 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
- Luncheon Signage
- Luncheon Message
- Luncheon Activation



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

**TITLE SPONSOR INVESTMENT**

# INVESTMENT

- 2020 : \$62,000

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

IJ Rosenberg | 404-246-7819 | [ijrosenberg@scoreatl.com](mailto:ijrosenberg@scoreatl.com)