



# GEORGIA ELITE JUNIOR CLASSIC

DECEMBER  
27-29  
2014

## The top junior high school football players in Georgia will come together for an All-Star Game at Cantrell Stadium at McEachern High School

- The Junior All-Star game will be broadcasted across the south in 12 states on Comcast Sports Southeast (CSS) to 5.5 million subscribers for maximum exposure for our players and sponsors. The game will also be broadcasted digitally and will be seen online at EliteJuniorClassic.com and ScoreAtl.com. Additionally, there will be an 8th Grade All-Star Game which will also be broadcast live online. Sponsorships include both games.
- Sponsors will have access to 72 of the top high school football players in the country as well as a coaching staff filled with some of the top high school head coaches in Georgia. The three-day event will also include a team bonding/charity event and a combine/expo which is open to the public and is expected to attract more than 200 high school and middle school football players.
- Walter Cantrell Stadium is the largest high school stadium in the state with a 26' x 36' digital scoreboard. Sponsorship packages will include media on the scoreboard as well as suites in the stadium.
- A large media contingent is expected to attend the game including recruiting experts, local newspapers as well as Atlanta's local television stations.

### TITLE SPONSOR - \$17,500

**Marketing and Promotion:** Company Name/Logo on all marketing items for the Junior game; Company Name/Logo on all advertising and promotion for the Junior game; 10 field passes & 10 hospitality suite/press box passes; and 100 tickets to the Classic

**Television/Internet:** Four 30-second commercials and two in-game features per game.

**On Site Activation:** Stadium signage; four 30-second video board commercials per game; four PA announcements per game; booth display at main gate; coupon distribution to crowd; and access to players and coaches

**In-Game Program:** Company Name/Logo on program cover, strip ad on roster pages and full-page ad

**Additional Media on Multiple Score Platforms:** Full-page ad in Score Atlanta newspaper; digital ads on Scoreatl.com, EliteJuniorClassic.com and on GAprepnews.com and in the Score's high school sports email newsletter. All ads run two weeks.

Title sponsor will receive name mention in all content created by Score Atlanta to support the 3-day event.

### PRESENTING SPONSOR - \$10,000

**Marketing and Promotion:** Company name or logo on a specific element of the event; 10 field passes, 10 hospitality suite passes and 50 tickets to the Classic

**Television/Internet:** Three 30-second commercials and one in-game feature per game

**On-Site Activation:** Stadium signage; four 30-second video board commercials per game; two PA announcements per game; booth display at main gate; coupon distribution to crowd; and access to players and coaches

**In-Game Program:** Full-page ad

**Additional Media on Multiple Score Platforms:** Full-page ad in Score Atlanta newspaper; digital ads on Scoreatl.com, EliteJuniorClassic.com and on GAprepnews.com and in the Score's high school sports email newsletter. All ads run two weeks.

### GAMEDAY SPONSORS - \$5,000

**On-site Activation:** Stadium signage; two 30-second video board commercials per game; two PA announcements per game; booth at entrance to the stadium; access to players and coaches

**Television/Internet:** Two 30-second commercials and one in-game feature per game.

**In-game Program:** Half-page ad

**Additional Media on Multiple Score Platforms:** Half-page ad in Score Atlanta newspaper; digital ads on Scoreatl.com and on GAprepnews.com and in the Score's high school sports email newsletter. All ads run one week.

### ON SITE SPONSORS - \$3,500

**On Site Activation:** Stadium signage; two 30-second video board commercials per game; two PA announcements per game; booth at entrance to the stadium; access to players and coaches

**In-game Program:** Quarter-page ad

**Additional Media on Multiple Score Media Platforms:** Quarter-page ad in Score Atlanta newspaper; digital ads on Scoreatl.com and on GAprepnews.com and in the Score's high school sports email newsletter. All ads run one week.

### SPOT PACKAGES: \$250 PER TV SPOT

For more information, please contact Melanie Snare at 770.670.8781 or MSnare@scoreatl.com

[www.elitejuniorclassic.com](http://www.elitejuniorclassic.com)