



## GEORGIA HIGH SCHOOL FOOTBALL HALL OF FAME – OCTOBER 21, 2023

On October 22, 2022 at the College Football Hall of Fame, the Inaugural Class of the Georgia High School Football Hall of Fame was inducted during a three-hour ceremony with all-time greats and football legends being recognized as the best of the best to come out of the state of Georgia. The ceremony brought in over 800 people who came to celebrate inductees such as Bill Curry, Eric Berry, Herschel Walker, and many other Georgia High School Football greats. A VIP reception with food and drink was held before each inductee made the walk down the red carpet where they received their Hall of Fame jacket, medal, and plaque. The reception was at full capacity as fans were able to meet each of our inductees, with plenty of opportunities for autographs. Following the event, there was an hour-long television special dedicated to showcasing the induction ceremony and the impact our inductees have made on football, with 11,250 homes (28,125 viewers) tuning in to watch.

On October 21, 2023, the Hall will induct its second-annual Class and the turnout is expected to be just as large as the inaugural year with new inductees and current Hall of Famers in attendance alongside a plethora of Georgia football fans. Like the inaugural induction ceremony, there will be a VIP reception before each inductee makes the walk down the red carpet, with a reception afterwards with a wide variety of food and a cash bar along with an autograph session with all this year's inductees. Additionally, there will be a 60-minute televised special on PeachtreeTV and the Atlanta News First app highlighting the best moments from this year's event.

### FOUNDING SPONSORSHIP \$75,000 FOR THREE YEARS (\$25,000 PER YEAR)

- Promotion:** Company included as a founding sponsor on all media platforms. Company logo included on all materials and advertising sent out digitally and in print. Company logo will appear in the official Georgia High School Football Hall of Fame invitation. Inclusion in the facility that will house the Hall of Fame plaques. Sponsorship of nine Hall of Fame inductees and ability to escort them down the red carpet for induction.
- Television:** Four 30-second TV commercials during the 60-minute TV special on PeachtreeTV and the Atlanta News First app.
- Digital:** Signage on all digital boards in the College Football Hall of Fame during the event.
- On-Site:** Ability to activate at the College Football Hall of Fame during the event. 15 passes to the pre-event reception. 35 tickets to the induction ceremony.
- Additional Media:** Full-page print ad in the Georgia High School Football Hall of Fame souvenir program. Digital supercube ad (300px x 250px) on the Georgia High School Football Hall of Fame website.

### PRESENTING SPONSORSHIP \$15,000

- Promotion:** Company logo included on all materials and advertising sent out digitally and in print. Company logo will appear in the official Georgia High School Football Hall of Fame invitation.
- Television:** Three 30-second TV commercials during the 60-minute TV special on PeachtreeTV and the Atlanta News First app.
- Digital:** Signage on all digital boards in the College Football Hall of Fame during the event.
- On-Site:** Ability to activate at the College Football Hall of Fame during the event. 10 passes to the pre-event reception. 20 tickets to the induction ceremony.
- Additional Media:** Full-page print ad in the Georgia High School Football Hall of Fame souvenir program. Digital supercube ad (300px x 250px) on the Georgia High School Football Hall of Fame website.

### EVENT DAY SPONSORSHIP \$9,500

- Promotion:** Company logo included on all materials and advertising sent out digitally and in print. Company logo will appear in the official Georgia High School Football Hall of Fame invitation.
- Television:** Three 30-second TV commercials during the 60-minute TV special on PeachtreeTV and the Atlanta News First app.
- Digital:** Signage on all digital boards in the College Football Hall of Fame during the event.
- On-Site:** Two passes to the pre-event reception. 10 tickets to the induction ceremony.
- Additional Media:** Quarter-page print ad in the Georgia High School Football Hall of Fame souvenir program. Digital supercube ad (300px x 250px) on the Georgia High School Football Hall of Fame website. (Cost without TV - \$5,500.)

### HALL OF FAME PIN SPONSORSHIP \$9,500

- Promotion:** Company will be mentioned as the sponsor during the Hall of Fame pin ceremony. Company name will be placed on top of the Hall of Fame pin boxes. Company logo included on all materials and advertising sent out digitally and in print. Company logo will appear in the official Georgia High School Football Hall of Fame invitation.
- Digital:** Signage on all digital boards in the College Football Hall of Fame during the event.
- On-Site:** Three passes to the pre-event reception. Five tickets to the induction ceremony.
- Additional Media:** Digital supercube ad (300px x 250px) on the Georgia High School Football Hall of Fame website.

### HALL OF FAME JACKET SPONSORSHIP \$5,000

- Promotion:** Company will be mentioned as the sponsor during the Hall of Fame jacket ceremony.
- Digital:** Signage on all digital boards in the College Football Hall of Fame during the event.
- On-Site:** Two passes to the pre-event reception. Five tickets to the induction ceremony.
- Additional Media:** Quarter-page print ad in the Georgia High School Football Hall of Fame souvenir program.

### REGULAR EVENT TICKETS - \$125

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