



## GEORGIA ELITE CLASSIC

The 12th annual Georgia Elite Classic will return to Rome's Barron Stadium from December 27-29 to air four All-Star games on PeachtreeTV for the third time in event history. Each game will also be streamed digitally on the Atlanta News First app and the NFHS Network for maximum exposure for our players. The event's four matchups, which will take place on December 29, will feature an 8th Grade, Sophomore vs. Freshman, Junior & Senior All-Star game with over 280 participants comprised of Georgia's best rising football stars. Last year, the Georgia Elite Classic saw 3,181 fans come out for the four all-star games. 47,500 homes (118,750 viewers) tuned in to the live broadcast, while the Atlanta News First app received 14,085 impressions. During the week of the Georgia Elite Classic, the Score Atlanta website and scoring app received 272,875 impressions. Additionally, 8,706 viewers tuned into the NFHS Network to watch the four all-star games.

### TITLE SPONSORSHIP \$17,500

- **Promotion:** Company name/logo included in the official event logo. Company name/logo included in all advertising and promotion for the event. Company will be referred to as the title sponsor during all mentions and live reads. 10 field passes and 50 tickets to the Classic.
- **Television:** Broadcast live on PeachtreeTV. Five 30-second TV commercials in every game (20 total). Two in-game features in every game (8 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime and in-between shows.
- **Digital:** Six video ads per game on the video message board at Barron Stadium (24 total). 10 digital ads per game on the video message board at Barron Stadium (40 total).
- **On-Site:** Three in-stadium PA reads during each game (12 total). 10 x 10 booth inside Barron Stadium. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** Full-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

### PRESENTING SPONSORSHIP \$9,500

- **Promotion:** Company name/logo included in all advertising and promotion for the event. Company will be referred to as a presenting sponsor during all mentions and live reads. Five field passes and 25 tickets to the Classic.
- **Television:** Broadcast live on PeachtreeTV. Four 30-second TV commercials in every game (16 total). One in-game feature in every game (4 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime and in-between shows.
- **Digital:** Four video ads per game on the video message board at Barron Stadium (16 total). Eight digital ads per game on the video message board at Barron Stadium (32 total).
- **On-Site:** Two in-stadium PA reads during each game (8 total). 10 x 10 booth inside Barron Stadium. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** Full-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

### GAMEDAY SPONSORSHIP \$5,000

- **Television:** Broadcast live on PeachtreeTV. Two 30-second TV commercials in every game (8 total). One in-game feature in every game (4 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime and in-between shows.
- **Digital:** Two video ads per game on the video message board at Barron Stadium (8 total). Four digital ads per game on the video message board at Barron Stadium (16 total).
- **On-Site:** One in-stadium PA read during each game (4 total). 10 x 10 booth inside Barron Stadium. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** Half-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 118,245 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 362,250 impressions every Friday night during the football season). All ads run for two weeks.

### TV SPOT PACKAGES ON REQUEST – STARTING AT \$350