



GEORGIA ELITE CLASSIC

The 13th annual Georgia Elite Classic will return to McEachern High School from December 26-28 to air five all-star games on the Peachtree Sports Network for the fourth time in event history. Each game will also be streamed digitally on the Atlanta News First app and the National Federation High School Network for maximum exposure for our players. The event's five matchups, which will take place on December 28, will feature a 7th grade, 8th Grade, Sophomore vs. Freshman, Junior and Senior All-Star Game with over 460 participants comprised of Georgia's best rising football stars. Last year, the Georgia Elite Classic saw 2,700 fans come out for the five all-star games. 49,250 homes (123,125 viewers) tuned in to the live broadcast, while the Atlanta News First app received 17,085 impressions. During the week of the Georgia Elite Classic, the Score Atlanta website and scoring app received 307,815 impressions.

Flag football will also be making its way to the annual Georgia Elite Classic. The girls event, which will take place at a location in Atlanta to be named, will take place from December 26-27 and will feature two flag football all-star games which will be televised live on the Peachtree Sports Network, and streamed digitally on the Atlanta News First app and the National Federation High School Network. The first game at 3:30 p.m. will highlight underclassmen, and the senior all-star game will kick off at 5.

TITLE SPONSORSHIP \$25,000

- **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 both events.
- **Television:** Broadcast live on the Peachtree Sports Network. Five 30-second TV commercials in every game (35 total). Two in-game features in every game (14 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 McEachern High School and the girl's flag football site (42 total). 10 digital ads per game on the video message board at McEachern High School and the girl's flag football site (70 total).
- **On-Site:** Three in-stadium PA reads during each game (21 total). 10 x 10 booth inside McEachern High School and the girl's flag football site. 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 (300 px x 250 px rotating supercube ad; average of 120,312 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600 px x 100 px content banner ad). Score Atlanta High School Scoring App (640 px x 500 px featured supercube ad, 640 px x 100 px banner ad; average of 375,642 impressions every Friday night during the football season). All ads run for two weeks.

PRESENTING SPONSORSHIP \$12,500

- **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 both events.
- **Television:** Broadcast live on the Peachtree Sports Network. Four 30-second TV commercials in every game (28 total). One in-game feature in every game (7 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 McEachern High School and the girl's flag football site (28 total). Eight digital ads per game on the video message board at McEachern High School and the girl's flag football site (56 total).
- **On-Site:** Two in-stadium PA reads during each game (14 total). 10 x 10 booth inside McEachern High School and the girl's flag football site. 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 (300 px x 250 px rotating supercube ad; average of 120,312 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600 px x 100 px content banner ad). Score Atlanta High School Scoring App (640 px x 500 px featured supercube ad, 640 px x 100 px banner ad; average of 375,642 impressions every Friday night during the football season). All ads run for two weeks.

GAMEDAY SPONSORSHIP \$6,500

- **Television:** Broadcast live on the Peachtree Sports Network. Two 30-second TV commercials in every game (14 total). One in-game feature in every game (7 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 McEachern High school and the girl's flag football site (14 total). Four digital ads per game on the video message board at McEachern High School and the girl's flag football site (28 total).
- **On-Site:** One in-stadium PA read during each game (7 total). 10 x 10 booth inside McEachern High School and the girl's flag football site. 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 (300 px x 250 px rotating supercube ad; average 120,312 impressions during the high school football season). Score Atlanta High School Sports Email Newsletter (600 px x 100 px content banner ad). Score Atlanta High School Scoring App (640 px x 500 px featured supercube ad, 640 px x 100 px banner ad; average of 375,642 impressions every Friday night during the football season). All ads run for two weeks.

TV SPOT PACKAGES ON REQUEST – STARTING AT \$425