



GEORGIA HIGH SCHOOL FOOTBALL MEDIA DAY

The inaugural Georgia High School Football Media Day is a new event that will take place on July 26 at the IBEW campus on Pulliam Street across the interstate from the old Atlanta Fulton County Stadium. With IBEW's strong presence and support, the event is patterned after SEC media days and in the first year more than 100 schools are expected to be represented from across Georgia. The schools will bring their senior football classes, as well as other top players from their programs, and will partake in a media session that will last around 45 minutes. The event will attract many different types of media from around Georgia, including newspapers, television and radio stations, digital platforms, and recruiting-focused websites. The event will be broadcasted much like ESPN does SEC media days, and will be seen on the Atlanta News First app as well as the National Federation High School Network.

TITLE SPONSORSHIP (\$9,500)

- **Promotion:** Company name and logo placed on all event materials including event programs. Company will be referred to as the title sponsor during all media and live mentions.
- **Streaming:** Four 30-second commercials during the live broadcast. Opportunity to have spokesperson on during the live broadcast.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venue.
- **Additional Media:** Full-page ad in the event program.

PRESENTING SPONSORSHIP (\$5,000)

- **Promotion:** Company name and logo included in event program. Company will be referred to as a presenting sponsor during all media and live mentions.
- **Streaming:** Three 30-second commercials during the live broadcast. Opportunity to have spokesperson on during the live broadcast.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venue.
- **Additional Media:** Half-page ad in the event program.

ON-SITE SPONSORSHIP (\$2,500)

- **Promotion:** Company name and logo included in the event program.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venue.
- **Additional Media:** Half-page ad in the event program.