



GREAT ATLANTA BASH

The city of Atlanta is welcoming back its signature high school football event as eight schools will participate in the fifth annual Great Atlanta Bash. The event will kick off Friday, August 25 with Calhoun vs. Carver-Atlanta at 8 p.m. The following day, Maynard Jackson and Miller Grove will take the field at 10 a.m. before Douglas County and Mays face off at 12:45 p.m. The finale will feature Douglass vs. Washington County at 3:30 p.m. All four games will be broadcast live on PeachtreeTV, with coverage including halftime shows and tailgate shows between the games. Additionally, all games will be streamed live on the Atlanta News First app and the NFHS Network. Last year's Bash, which returned to Eddie S. Henderson Stadium along with 7,913 fans across the two-day event, had more than 65,000 homes (162,500 viewers) tune in to the live broadcast, and the Atlanta News First app generated 6,162 digital impressions while the NFHS Network received 1,823 impressions. During the week of the Great Atlanta Bash, the Score Atlanta website and scoring app received over 342,025 impressions. This year's Bash is expected to generate extensive media coverage, as the game will feature some of the best players in the metro Atlanta area.

TITLE SPONSORSHIP \$25,000

- **Promotion:** Company logo included in the official event logo. Company logo placed on all Bash materials. Company will always be mentioned as the title sponsor during all live reads and media mentions.
- **Television:** 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 every 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 Eddie S. Henderson Stadium (24 total). 10 digital ads per game on the video message board at Eddie S. Henderson Stadium (40 total).
- **On-Site:** Three in-stadium PA reads during each game (12 total). 10 x 10 booth inside Eddie S. Henderson Stadium. Access to participants to hand out information and specialty products directly. Opportunity to brand the television set. 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 \$12,500

- **Promotion:** Company logo placed on all Bash materials. Company mentioned as a presenting sponsor during all live reads and media mentions.
- **Television:** 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 every game. Company has opportunity to put spokesperson on during halftime and in-between shows.
- **Digital:** Five video ads per game on the video message board at Eddie S. Henderson Stadium (20 total). Eight digital ads per game on the video message board at Eddie S. Henderson Stadium (32 total).
- **On-Site:** Two in-stadium PA reads during each game (8 total). 10 x 10 booth inside Eddie S. Henderson 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 \$8,500

- **Digital:** Four video ads per game on the video message board at Eddie S. Henderson Stadium (16 total). Six digital ads per game on the video message board at Eddie S. Henderson Stadium (24 total).
- **On-Site:** Two in-stadium PA reads during each game (8 total). 10 x 10 booth inside Eddie S. Henderson 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.

INDIVIDUAL TV SPOT PACKAGES

The Bash is offering TV spot packages beginning at \$2,500, and these can also include game features during the broadcast.