



SHERIFF'S CUP INVITATIONAL

ANTI-BULLYING & GANG SPONSORSHIPS

Gwinnett County is set to welcome the second-annual Sheriff's Cup Invitational on Saturday, August 12 at Collins Hill High School with a double-header consisting of football programs from Fulton, Gwinnett, Cobb and DeKalb County. The event, which will kick off at noon, has added an additional game following last year's success and will continue to focus on highlighting the anti-bullying and gang campaign while showcasing some of the state's rising football stars. The two games will be broadcast live on Peachtree TV, and digitally on the Atlanta News First App and the National Federation High School Network.

SHERIFF RANK (\$15,000) ONLY 4 SPOTS (1ST, 2ND, 3RD, 4TH)

- 1st-quarter named after sheriff sponsor
- Four 30-second TV commercials on Peachtree TV during the live event
- Four 30-second radio commercials (TBD)
- Two in-game features
- Four 30-second video ads on the scoreboard during each game
- Four digital ads on the scoreboard during each game
- A live component (option to have a company spokesperson interviewed live on the television set)
- 20 tickets to the games
- One sideline company sign (visible during broadcast)
- Two first down live reads in each half
- Two in-stadium PA announcements
- 10x10 activation booth inside of the stadium
- Full-page ad in the football program
- One 10-minute meet-and-greet with the Sheriff of your county

CHIEF, DEPUTY RANK (\$10,000)

- Three 30-second TV commercials on Peachtree TV during the live event
- Two 30-second radio commercials (TBD)
- One in-game feature
- Three 30-second video ads on the scoreboard during each game
- Three digital ads on the scoreboard during each game
- A live component (option to have a company spokesperson interviewed live on the television set)
- 15 tickets to the games
- Two in-stadium PA announcements
- One sideline company sign (visible during broadcast)
- 10x10 activation booth inside of the stadium
- Full-page ad in the football program

COLONEL RANK (\$7,500)

- Two 30-second TV commercials on Peachtree TV during the live event
- A live component (option to have a company spokesperson interviewed live on the television set)

CONTINUED COLONEL RANK (\$7,500)

- One 30-second radio commercial (TBD)
- One in-game feature
- Two 30-second video ads on the scoreboard during each game
- Two digital ads on the scoreboard during each game
- Two in-stadium PA announcements
- One sideline company sign (visible during broadcast)
- 10 tickets to the games
- Half-page ad in the football program
- 10x10 activation booth inside of the stadium

MAJOR RANK (\$5,000)

- One 30-second TV commercial on Peachtree TV during the live event
- One 30-second video ad on the scoreboard during each game
- One digital ad on the scoreboard during each game
- A live component (option to have a company spokesperson interviewed live on the television set)
- One 30-second radio commercial (TBD)
- One sideline company sign (visible during broadcast)
- Half-page ad in the football program
- Eight tickets to the games
- Two in-stadium PA announcements
- 10x10 activation booth inside of the stadium

LIEUTENANT RANK (\$2,500)

- A live component (option to have a company spokesperson interviewed live on the television set)
- Two in-stadium PA announcements
- Business card ad in the football program
- Six tickets to the games
- 10x10 activation booth inside of the stadium

SERGEANT RANK (\$1,000)

- A live component (option to have a company spokesperson interviewed live on the television set)
- Two in-stadium PA announcements
- Business card ad in the football program