

# WHO IS SCORE ATLANTA? AND WHAT DO WE DO FOR OTHERS?



Score Atlanta, a full-service sports marketing company born in late 2004, is the definitive source for High School Sports in Georgia. Score has evolved from the publisher of a weekly paper into a multi-platform content provider (producing both TV and web games) and full-service sports marketing agency, a specialty printer, an event activator and an event sponsorship seller. Our clients include an impressive list of companies and sports organizations. The services Score provides for our clients encompass the full spectrum of our resources:

## AJC/AJC.COM

- Provides the high school sports scoreboard for AJC print and AJC.com
- Serves as sole content provider for multiple high school sports
- Supplies play-by-play video of high school sporting events
- Produces summaries of high school game action for AJC.com and print

## AMB FOUNDATION

- Handles numerous printing projects for all businesses including business cards, stationery, and envelopes

## ATLANTA FALCONS

- Designs, publishes and contributes content in the game day programs for all home games
- Designs and prints Cheerleader Calendar
- Produces Training Camp Guide, Yearbook and Draft Day Guide
- Event activation and marketing support
- Seat/sponsorship sales, print collateral material and marketing push for new stadium
- Activate Ford Trucks program

## ATLANTA HAWKS

- Provides advertising and marketing support
- Produces and publishes playoff programs
- Event activation for MLK Holiday Tournament
- Launching Philips Arena salute to HS sports

## ATLANTA DREAM

- Digital and Print marketing
- High School Activation

## ATLANTA UNITED

- Designs, publishes and contributes content in the game day programs for all home games
- Handles printing of numerous projects

## GWINNETT BRAVES

- Produced 2012 preseason guide and distributed through network

## CORKY KELL CLASSIC

- Ownership of 2-day, 14-team event
- Responsible for all game marketing
- Creates game day program
- Broadcasts games on TV

## GHS

- Publishes playoff programs for more than 20 varsity sports
- Manages and maintains GAprepnews.com with GHSA

## 92.9 THE GAME

- Weekly live high school football reports on-air
- Marketing partner

## NATIONAL SIGNING DAY FRENZY

- Ownership, responsible for running world's largest signing day party
- 6 Atlanta Taco Mac locations
- Extensive signing day coverage

## NATIONAL GUARD

- Developed and executes High School Football & Basketball Game of the Week programs for the Guard with the Falcons & Hawks

## ARMY

- Secured Corky Kell Classic Sponsor

## FOX SPORTS

- Developed TV/Digital platform relationship for Corky Kell Classic

## EVOSHIELD

- Develop digital strategy
- Activation at events

## ADIDAS

- Secured sponsorship for several events

## MLS

- Writing book on building of franchise
- Digital strategy

## PLAYON SPORTS

- Sister company for digital sports

## METRO PCS

- Secured Corky Kell Classic title sponsorship

## ATLANTA MOTOR SPEEDWAY

- Print and digital activation

## MOES

- Event partner providing meals

## COMCAST/XFINITY

- Provides advertising and marketing support
- Provides video content
- Event activation

## PGA TOUR CHAMPIONSHIP

- Eight year marketing, advertising and content relationship

## GREATER GWINNETT CHAMPIONSHIP

- Digital and print advertising
- Content and social media

## GADA

- Developed branding to revitalize marketing
- Updates website and writes monthly newsletter
- Markets the Regions Bank Directors Cup

## GAOA

- Created new image and provides marketing support
- Publishes program for annual conference
- Supports development of GAOA Hall of Fame

## GORILLA MARKETING

- Produces weekly E-newsletter
- Publishes preview for HS football
- Publishes season previews for other sports/leagues

## GEORGIA ELITE CLASSIC

- Ownership and in charge of running event

## EAST COBB BASEBALL

- Creating and producing instructional video for award-winning complex

## CHOA

- Provides advertising and marketing support
- Multiple platform content for infomercials and advertorials

## GEORGIA TECH

- Market ticket packages for football and basketball teams

## MAJOR LEAGUE SOCCER

- Marketed announcement to community of soccer team coming to Atlanta

## FELD ENTERTAINMENT

- Market shows including Monster Trucks, Circus and Disney

## WWE

- Market two shows annually in Atlanta



# DON'T MISS THE EXCITEMENT

Full sponsorships and digital ad buys on the Atlanta Falcons Friday Nights Football for High School Football

An opportunity to be part of the live Score Atlanta Friday night football High School Scoring APP and Scoreboard in partnership with AJC.com; the APP continues with all the stick and ball high school sports in the state throughout the school year

Take part in events such as the Corky Kell Classic and the Georgia Elite Junior Classic and the GHSA Wrestling Championships; all three will be televised

Buy sponsorships for the three days of Corky Kell Classic, the 70N7 Tournament and pregame luncheon

Buy sponsorships for the very popular National Signing Day Frenzy in February

Become a partner in the televised GHSA state football, basketball and cheerleading championships

Advertise on the daily E-newsletter for high school sports in Georgia throughout the year

Buy suites and the best Personal Seat Licenses in the new Atlanta Falcons Stadium to be opened in 2017

Be a partner with the Atlanta Falcons in their 128-page game program that is placed on every other seat at the Georgia Dome for home games

Buy into the two top high school sports websites in Georgia (ScoreATL.com and GaPrepNews.com)

Advertise in the bi-weekly high school sports paper put out in every QT and Kroger

Jump on the popular Score Facebook and Twitter sites

We're home for your specialty printing needs; publishing and distributing programs, guides, pocket schedules and more

