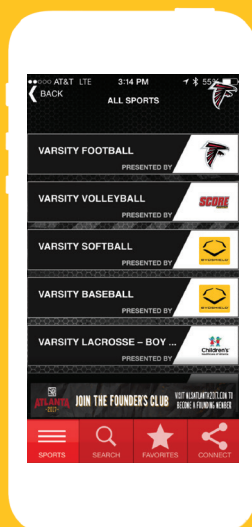




SCORE atlanta

WHAT IS SCORE ATLANTA?





IN JUST 20 YEARS, SCORE ATLANTA HAS BECOME THE GO-TO SOURCE FOR GEORGIA HIGH SCHOOL SPORTS NEWS AND INFORMATION AS THE LEADING SPORTS MARKETING COMPANY IN THE HIGH SCHOOL SPACE. WITH A COMMITMENT TO PROVIDING THE BEST AND MOST INSIGHTFUL HIGH SCHOOL SPORTS CONTENT IN ATLANTA, READERS HAVE THE CHOICE OF DISTRIBUTION: DELIVERED DIGITALLY ON THE WEB, MOBILE-APP, SOCIAL MEDIA, IN PRINT, VIA THE RADIO, TELEVISION, ONLINE STREAMING AND VIDEO ON DEMAND. WE HAVE BUILT OUR REPUTATION AS AN EFFECTIVE MARKETING VEHICLE FOR ADVERTISERS LARGE AND SMALL, HANDLING ALL PRINTING AND PROMOTIONAL MATERIAL FOR MANY SPORTS-RELATED COMPANIES IN THE STATE.

Every day, ScoreATL.com provides the latest updates and stories revolving around Georgia high school sports, giving the most comprehensive and exclusive coverage throughout the year. Also, the Score Atlanta High School Scoring App and live High School Sports Scoreboard brings timely and accurate scores for every stick and ball high school sport in the state.

The Score Atlanta High School Email Newsletter is also released three days a week (Mondays, Wednesdays, Fridays), and offers a look into high school sports news along with a preview of the day's episode of the 'Georgia Prep Sports: Drive for the GHSA State Title' videocast. Host Craig Sager II uses the show to highlight all current events in Georgia high school sports and previews the best upcoming matchups for each GHSA sanctioned sport with guest appearances from coaches and players each episode.

Every Friday during the high school football season and on other select nights during the playoffs, Score Atlanta's scoreboard crew provides statewide coverage in addition to live scoring updates from each game around the state. Once the scoreboard is completed, the crew shifts to writing recaps, which there are normally more than 50 of included in each Friday night post with recaps from every classification. Our state-wide focus on Georgia high school sports has won the endorsement of not just coaches and athletics directors throughout the state, but also the GHSA.

Since its inception in 2004, Score Atlanta has expanded over the years to include television and web production in addition to design, sponsorship sales and event activation. Score Atlanta has also driven the Corky Kell + Dave Hunter Classic's growth from four games to 11, put all of the event's games on television, and created other notable events such as the Corky Kell + Dave Hunter Classic Basketball Classic, the Great Atlanta Bash, the Drive for the GHSA State Title, the Georgia Elite Classic, the Sheriff's Cup Invitational, Signing Day Frenzy, the Georgia High School Football Media Day and most notably the Georgia High School Football Hall of Fame. Altogether, Score Atlanta through its multitude of events televised 37 football games in 2023.

In 2010, CEO of Georgia Public Broadcasting Teya Ryan brought in I.J. Rosenberg, the President of Score Atlanta, to help reformat the football, basketball and cheerleading championship broadcasts. With Rosenberg's input and direction, GPB was able to transform their broadcasts into what they are today, with the exception of basketball which is no longer televised by GPB, and that format remains the same to this day. Rosenberg later installed this format into the very popular Corky Kell Classic (now the Corky Kell + Dave Hunter Classic) event, and throughout all Score Atlanta televised events across all sports.

In 2013, Score Atlanta launched the inaugural Georgia Elite Classic, a series of all-star games featuring players from high schools and middle schools across the state of Georgia. The Classic, which just celebrated its 13th installment of the event in December, brings more than 400 football players up to Rome, Georgia for a series of all-star games, all of which are televised on the Peachtree Sports Network. Since the inaugural edition of the Georgia Elite Classic, more than 1,200 college football players have participated in the classic prior to their collegiate careers.

While most of Score Atlanta's events are focused on what is about to happen on the football field, the Georgia High School Football Hall of Fame aims to highlight the greats who attended Georgia high schools and left a lasting impact on not just their respective schools, but the game of football. Since its Inaugural Induction Ceremony in 2022, the Hall has inducted 85 Hall of Famers, with notable inductees such as Herschel Walker, Champ Bailey, Eric Berry, Bill Curry and Dan Reeves. The annual Induction Ceremony, which takes place during UGA's off-week, has become a place for hundreds of players, coaches, family members and fans to come celebrate those who have paved the way for Georgia high school football throughout the years.

The Georgia High School Football Media Day, which held its first-ever outing in 2023 in downtown Atlanta, was a celebration of Georgia high school football and brought together more than 70 teams from every corner of the state to honor their senior classes and notable underclassmen. Coaches and players were interviewed live on our set, while various media outlets flocked to get interviews with the players and coaches in attendance.

Even with its constant involvement in events focused on promoting Georgia high school sports, Score Atlanta continues to create different print and promotional products for companies such as the Atlanta Falcons, Atlanta United and the GHSA.

Score Atlanta's primary readers are avid sports fans and are predominantly male. Most are between the ages of 25 to 54, though high school content caters to a much younger audience and both parents of student-athletes. Score's coverage of Georgia high school sports targets the parents, neighbors, friends, coaches and athletics directors of high school athletes. Because of this, Score Atlanta has become the number one source for Georgia high school sports.

The sports fan is extremely sensitive to developments in technology. While print remains a big part of Score Atlanta's product line, the main thrust has been to use the newest digital technologies to distribute our content and make us more valuable to our partners, readers, and advertisers. Many of our advertisers now depend on our websites and electronic newsletters along with our social media presence on X and Facebook, along with our growing YouTube page. With advancements being made on a daily basis, you can be sure that Score Atlanta will be on the cutting edge in delivering first class news and information surrounding Georgia high school sports.

DEVELOP STRONG RELATIONSHIPS

If a business is judged by the company it keeps, then the verdict is positive for Score Atlanta. The Atlanta Falcons and Atlanta United not only advertise on Score Atlanta platforms, but depend on Score Atlanta's marketing to support training camp activities, draft day festivities and their annual salute to high school coaches. Score Atlanta also provides various types of content for the Atlanta Journal-Constitution (AJC.com) and its partners as well as providing high school sports scores throughout the year. Score Atlanta has also become a huge partner with the military, including the U.S. Army and the National Guard.

The GHSA depends on Score Atlanta to create its state championship programs for every sanctioned GHSA sport. Score Atlanta also works closely with PlayOn! Sports, one of the nation's leading high school streaming companies and for the last four years has partnered with Atlanta News First and Peachtree TV to televise not just the Corky Kell + Dave Hunter Classic but all football related events that Score Atlanta runs.

