



**MON - WED
DEC. 20-22
2021**

GEORGIA ELITE CLASSIC

The top high school and middle school football players in Georgia will come together for three All-Star games at Rome's Barron Stadium

- The Georgia Elite Classic's High School and Middle School All-Star games will be broadcasted on PeachtreeTV, the sister station of CBS46, for the second time in event history, and digitally on the National High School Federation Network for maximum exposure for our players and sponsors.
- Sponsors will have access to over 190 of the top high school football players in the state of Georgia, and over 100 up-and-coming middle school players, as well as coaching staffs featuring some of the top high school head coaches in Georgia.
- The games will take place at Rome's Barron Stadium which has a new digital scoreboard.
- A large media contingent is expected to attend the games including recruiting experts and sports reporters from newspapers around the state.

TITLE SPONSOR - \$17,500

Marketing and Promotion: Company Name/Logo on all marketing items for the event; Company Name/Logo on all advertising and promotion for the event; Title Sponsor will be mentioned during all live reads as the Title Sponsor. 10 field passes and 50 tickets to the Classic.

TV/Digital: Six 30-second commercials and two in-game features in each of the all-star games.

On Site Activation: Stadium signage; four 30-second video board commercials per game; four in-stadium PA announcements per game; booth display at main gate; access to players, coaches and fans.

In-Game Program: Company Name/Logo on program cover, strip ad on roster pages and full back-page ad.

Additional Media on Multiple Score Platforms: Digital ads on Scoreatl.com, GeorgiaEliteClassic.com and on GAprepnews.com and in Score's high school sports email newsletter. Ad in the Score Atlanta high school scoring app. All ads run two weeks.

Title sponsor will receive name mention in all content created by Score Atlanta to support the three-day event.

PRESENTING SPONSOR - \$9,500

Marketing and Promotion: Company name or logo on a specific element of the event. Presenting Sponsor will be mentioned during all live reads as the Presenting Sponsor. Five field passes and 25 tickets to the Classic.

TV/Digital: Four 30-second commercials and one in-game feature in each of the all-star games.

On-Site Activation: Stadium signage; four 30-second video board commercials per game; two in-stadium PA announcements per game; booth display at main gate; access to players, coaches and fans.

In-Game Program: Half-page ad.

Additional Media on Multiple Score a Platforms: Digital ads on Scoreatl.com, GeorgiaEliteClassic.com and on GAprepnews.com and in Score's high school sports email newsletter. Ad in the Score Atlanta high school scoring app. All ads run two weeks.

GAMEDAY SPONSORS - \$5,000

On-Site Activation: Stadium signage; two 30-second video board commercials per game; two in-stadium PA announcements per game; booth at entrance to the stadium; access to players, coaches and fans.

TV/Digital: Two 30-second commercials and one in-game feature in each of the all-star games.

In-Game Program: Half-page ad.

Additional Media on Multiple Score Platforms: Digital ads on Scoreatl.com and on GAprepnews.com and in Score's high school sports email newsletter. Ad in the Score Atlanta high school scoring app. All ads run one week.

PEACHTREETV SPOT PACKAGES ON REQUEST - STARTING AT \$350

For more information, please contact IJ ROSENBERG at 404.246.7819 or IJROSENBERG@scoreatl.com

GEORGIAELITECLASSIC.COM