



## THE CORKY KELL + DAVE HUNTER CLASSIC

This year marks the third edition of the annual Corky Kell + Dave Hunter Classic (previously the Corky Kell Classic from 1992- 2022), as the event returns with a thrilling four-day, 11-game lineup featuring top programs from around the state to kick off the Georgia high school football season. The Classic will kick off with the first two football games in the entire nation on Wednesday, Aug. 13 at Kell High School as Class A-3A Private state runner-up Prince Avenue Christian takes on Callaway at 4:30 p.m., followed with an 8:00 p.m. matchup between South Paulding and the hosting Longhorns. On Thursday, Aug. 14 the Classic continues at West Forsyth High School with a matchup featuring Class A-3A Private defending state champion Hebron Christian Academy vs. North Atlanta at 4:30 p.m. followed by Douglass-Atlanta versus the hosting Wolverines at 8:00 p.m. Come Friday, Aug. 15, the first game of the day will take place at Buck Godfrey Stadium in southwest DeKalb as Therrell takes on Cedar Grove at 2 p.m. The event then takes to Rome's Barron Stadium where Class 3A State Semifinalist LaGrange will face off against Cass at 5 p.m. before Class 4A State Semifinalist Creekside takes on the hosting Rome Wolves at 8 p.m. The event's finale on Saturday, Aug. 16 will take place at the prestigious Mercedes-Benz Stadium with an all-day four-game lineup. At 10 a.m. St. Pius will battle against Dunwoody before Brookwood vs. 5A State Quarterfinalist Houston County kicks off at 1 p.m. McEachern and Walton will battle it out at 4 p.m. before the event comes to a close with 6A State Semifinalist Douglas County taking on North Gwinnett at 7 p.m. each of the games will be broadcast live on the Peachtree Sports Network, and streamed digitally on the Atlanta News First app and the National Federation High School Network (NFHS). On Saturday, each of the four games will additionally be broadcast on ANF (Channel 46), with live radio coverage from 92.9 The Game.

Score Atlanta has expanded its high school football coverage by adding Atlanta News First (Channel 46) to its already full broadcast lineup. The addition, starting in August of 2025 on the Saturday of the Corky Kell + Dave Hunter Classic, aims to provide viewers with even more access to local games, interviews and shows across multiple channels. This move strengthens Score Atlanta's role as a central hub for high school football broadcasts in the state of Georgia.

The Classic will also host two luncheons the week before the games, with one being held in Marietta and the other held in Rome, that will highlight each participating program, its coaches, and its players. The luncheons bring about plenty of media as the event is a great medium for conversing with some of the state's top football prospects as they prepare for the upcoming season. Attendance for the luncheons is expected to be over 200, with coaches, players, media and fans all in attendance.

The 2024 Corky Kell + Dave Hunter Classic had more than 41,000 fans in attendance across the four-day 11-game lineup, while more than 209,000 homes (522,500 viewers) tuned in to the live broadcast. The Atlanta News First app received over 62,350 impressions, while the Score Atlanta website and scoring app generated 645,423 impressions during the week of the event. Additionally, 7,247 fans tuned in to the NFHS Network to watch the 11 games. Viewers were not just treated to watching some of the state's best high school football players, but also got to witness a state-of-the-art broadcast that included a crew of 24 professionals and featured a live score scroller that showed viewers live scores from games around the state, provided by the Score Atlanta team and its online scoreboard and app. Halftime and postgame shows were filled with stories from school and sponsor representatives, with many sponsors also showing up to the event with booth displays and representatives promoting their companies to each game's attendees.

### TITLE SPONSORSHIP \$85,000 (SOLD)

- **Promotion:** Company logo included in the official event logo. Company logo placed on all Classic materials including website, game programs, main field logo at the 50-yard line. Opportunity at all four venues to place company logo on the 30-yard line. Company will always be mentioned as the title sponsor during all live reads and media mentions.
- **Television:** Broadcast live on the Peachtree Sports Network. Five 30-second TV commercials in every game (55 total). Two in-game features in every game (22 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 boards at each host site (66 total). Ten digital ads per game on the video message boards at each host site (110 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.

- **On-Site:** Three in-stadium PA reads during each game (33 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly. Opportunity to brand the television set for each venue.
- **Additional Media:** Full back-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of and after.

### GAME SPONSORSHIP \$2,500

- **Television:** Broadcast live on the Peachtree Sports Network. One 30-second TV commercials for one game. One in-game feature in the game
- **Digital:** Four digital ads on the video message board

for one game.

- **On-Site:** Two in-stadium PA reads during the game. 10 x 10 booth inside host site. Access to participants to hand out information and specialty products directly.

## PRESENTING SPONSORSHIP \$39,500

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc. Opportunity at all four venues to place company logo on the 30-yard line.
- **Television:** Broadcast live on the Peachtree Sports Network. Two 30-second TV commercials in every game (22 total). One in-game feature in every game (11 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 boards at each host site (55 total). Eight digital ads per game on the video message boards at each host site (88 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of the event and one week after the event.

## TV SPONSORSHIP \$35,000

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **Television:** Broadcast live on the Peachtree Sports Network. Two 30-second TV commercials in every game (22 total). One in-game feature in every game (11 total). Included in the TV billboards during the first and second half of every game.
- **Additional Media:** Full-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of the event and one week after the event.

## GAMEDAY SPONSORSHIP \$16,000

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **Digital:** Four video ads per game on the video message boards at each host site (44 total). Eight digital ads per game on the video message boards at each host site (88 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of the event and one week after the event.

## ON-SITE SPONSORSHIP \$12,000

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **Digital:** Two digital ads per game on the video message boards at each host site (22 total). This includes the Halo Board, Mega Column, Feather Wall and Ribbon Boards at Mercedes-Benz Stadium.
- **On-Site:** Two in-stadium PA reads during each game (22 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly.
- **Additional Media:** Half-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of the event and one week after the event.

## LUNCHEON SPONSORSHIP \$13,500

- **Promotion:** Company logo placed on all Classic materials including website, game programs, etc.
- **On-Site:** 10 x 10 booth at both Classic luncheons. Three live messages during the luncheons with ability to have a speaker. Company banner displayed behind the stage. Table of 10 at both luncheons.
- **Additional Media:** Half-page ad in the event program. Ad on CorkyKellClassic.com website. Ad on Scoreatl.com website, newsletter and scoreboard app. All ads run for three weeks, one week leading up to the event, week of the event and one week after the event.