



CORKY KELL + DAVE HUNTER BASKETBALL CLASSIC

The Corky Kell + Dave Hunter Basketball Classic returns after a successful inaugural year to hit the hardwood and showcase some of the best boys and girls high school basketball programs in Georgia. The two-day event will take place from Friday, December 12 at Newton High School to Saturday, December 13 at Gainesville High School, and will feature five to ten elite matchups during each day of the event. All ten games will be televised live on the Peachtree Sports Network, ANF (Channel 46) and streamed digitally on the Atlanta News First app, CBS 24/7 streaming service ZEAM, and the National Federation High School Network. Additionally, there is a possibility that each game will also be televised live on Peachtree TV, giving our games the maximum exposure possible across the airwaves.

On Friday, the event will have two matchups beginning at 2 p.m. and 3:30 that will be announced at a later date. At 5:30, the hosting Norcross girls will take on North Paulding, followed by a 7:30 matchup between the Norcross boys and Pinson Valley from Alabama. Both the Norcross girls and boys programs have had major success in recent years, with both teams advancing to the quarterfinals of the Class 7A tournament last season. Both programs also claimed state titles during the 2022 season.

Come Saturday, the event will continue with a noon matchup between the West Forsyth boys and Newton, followed with a 1:30 matchup between the McEachern girls and St. Francis. At 3, the West Forsyth girls will take on Newton before the event's finale at 4:30 as the McEachern boys take on Riverwood. Last season, the McEachern boys finished their season as the Class 7A runner-up, and the girls are looking to return to their dominant ways that saw the Lady Indians claim five state titles across six years (2012, 2014-17).

TITLE SPONSORSHIP \$15,000

- **Promotion:** Company logo included in the official event logo. Company logo placed on all Classic materials. 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 (40 total). Two in-game features in every game. Included in the TV billboards during the live broadcast. Company has the opportunity to put a spokesperson on during halftime and in-between shows.
- **On-Site:** Three live PA reads during each game (24 total). 10 x 10 booth inside of each host site. Access to participants and fans to hand out information and specialty products directly. Opportunity to brand the television set.
- **Additional Media:** Full-page back ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions during the high school basketball season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 375,642 impressions during the high school basketball season). All ads run for two weeks.

PRESENTING SPONSORSHIP \$8,500

- **Promotion:** Company logo placed on all Classic materials. Company will be referred to as a presenting sponsor during all live reads and media mentions.
- **Television:** Broadcast live on the Peachtree Sports Network. Four 30-second TV commercials in every game (32 total). One in-game feature in every game. Included in the TV billboards during the live broadcast. Company has opportunity to put a spokesperson on during halftime and in-between shows.
- **On-Site:** Two live PA reads during each game (16 total). 10 x 10 booth inside of each host site. Access to participants and fans to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions during the high school basketball season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px banner ad; average of 375,642 impressions during the high school basketball season). All ads run for two weeks.

ON-SITE SPONSORSHIP \$3,500

- **Promotion:** Company logo placed on all Classic materials.
- **On-Site:** Two live PA reads during each game (16 total). 10 x 10 booth inside of each host site. Access to participants and fans to hand out information and specialty products directly.
- **Additional Media:** Full-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions during the high school basketball season). Score Atlanta High School Sports Email Newsletter (600px x 100px content banner ad). Score Atlanta High School Scoring App (640px x 500px featured supercube ad, 640px x 100px content banner ad; average of 375,642 impressions during the high school basketball season). All ads run for two weeks.