



## GREAT ATLANTA BASH

Atlanta is welcoming back its signature high school football event on Friday, August 23 at 8 p.m. as Mill Creek and Norcross will take to the gridiron in the sixth-annual Great Atlanta Bash. The Hawks are coming off a 12-1 season that resulted in a Region 8-7A championship, and took home the Class 7A state title back in 2022. The hosting Blue Devils went 9-3 last season, and finished atop Region 7-7A. The matchup 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. Last year's Bash, which was played at Eddie S. Henderson Stadium, brought more than 17,625 fans to the stands. More than 59,700 homes (171,256 viewers) tuned in to the live broadcast, and the Atlanta News First app generated 20,143 digital impressions while the NFHS Network received over 500 impressions. During the week of the Great Atlanta Bash, the Score Atlanta website and scoring app received over 186,261 impressions. This year's Bash is expected to generate extensive media coverage, with two of the premiere programs in Georgia facing off under the Friday night lights.

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, 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.

### TITLE SPONSORSHIP \$25,000

- **Promotion:** Company logo included in the official event logo. Company logo placed on all Bash materials. Company will always be mentioned as the title sponsor during all live reads and media mentions.
- **Television:** Five 30-second TV commercials in the game (5 total). Two in-game features in the game (2 total). Included in the TV billboards during the first and second half of the game. Company has opportunity to put spokesperson on during halftime show.
- **Digital:** Six video ads on the video message board at Norcross High School (6 total). 10 digital ads on the video message board at Norcross High School (10 total).
- **On-Site:** Three in-stadium PA reads during the game (3 total). 10 x 10 booth inside Norcross High School. Access to participants to hand out information and specialty products directly. Opportunity to brand the television set. Opportunity for field level signage.
- **Additional Media:** Full back-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions during the high school football 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 every Friday night during the football season). All ads run for two weeks.

### PRESENTING SPONSORSHIP \$12,500

- **Promotion:** Company logo placed on all Bash materials. Company mentioned as a presenting sponsor during all live reads and media mentions.
- **Television:** Four 30-second TV commercials in the game (4 total). One in-game feature in the game (1 total). Included in the TV billboards during the first and second half of the game. Company has opportunity to put spokesperson on during halftime show.
- **Digital:** Five video ads per game on the video message board at Norcross High School (5 total). Eight digital ads per game on the video message board at Norcross High School (8 total).
- **On-Site:** Two in-stadium PA reads during the game (2 total). 10 x 10 booth inside Norcross High School. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **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 football 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 every Friday night during the football season). All ads run for two weeks.

### GAMEDAY SPONSORSHIP \$8,500

- **Digital:** Four video ads per game on the video message board at Norcross High School (4 total). Six digital ads per game on the video message board at Norcross High School (6 total).
- **On-Site:** Two in-stadium PA reads during the game (2 total). 10 x 10 booth inside Norcross High School. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** Half-page ad in the event program. ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions during the high school football 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 every Friday night during the football season). All ads run for two weeks.

### INDIVIDUAL TV SPOT PACKAGES

The Bash is offering TV spot packages beginning at \$2,500, and these can also include game features during the broadcast.

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