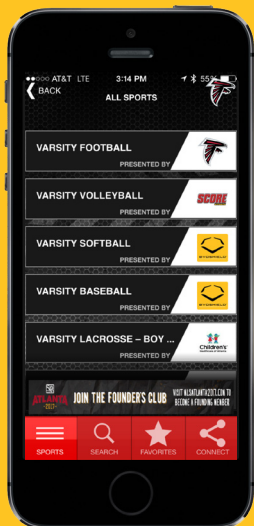


SCORE atlanta

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 weekly on Saturdays, and offers a look into high school sports news with a round up of stories from the previous week as well as a look ahead to upcoming events and all GHSA tournaments.

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 7-on-7 Tournament, 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.

In conjunction with Atlanta CBS-affiliate Atlanta News First, 20-year-old sports marketing company Score Atlanta launched a new weekday Georgia high school sports show on the Peachtree Sports Network in September of 2024. The show is streamed live on the Atlanta News First (ANF) app, YouTube TV, the National Federation High School (NFHS) Network, and the CBS 24/7 streaming site ZEAM.

Called "Georgia High School Sports Daily", the show runs Monday through Friday from noon - 1 p.m. During the academic school year and focuses on all Georgia High School Association sports seasons and championships. The show reruns every night at 11 p.m. The show also takes an in-depth look into teams, student-athletes and their coaches with a focus on where they will be going to play on the collegiate level in addition to covering the latest news circulating each respective guest. Additionally, Score Atlanta uses "Georgia High School Sports Daily" to showcase its numerous

events throughout the Georgia high school sports season. Our coverage highlights events such as the Georgia High School Football & Flag Media Days, the Corky Kell + Dave Hunter Classic 7-on-7 for football and flag, the Corky Kell + Dave Hunter Classic, the Drive for the GHSA State Title, the Georgia Elite Classic, and National Signing Day amongst others.

Across four months of airing in 2024 and three months in 2025, the show reaches an average of 18,750 viewers per day watching the broadcast through the Peachtree Sports Network. The show averages about 26,224 digital impressions via ANF, 8,723 impressions via the NFHS Network, and 8,900 impressions through ZEAM each day. A previous episode of "Georgia High School Sports Daily" that discussed reclassifications within the GHSA reached over 13,000 households on TV and had 300,000 impressions across all digital platforms.

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.

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.

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. 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.



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