



THE CORKY KELL + DAVE HUNTER CLASSIC

The year 2026 marks the 35th edition of the annual Corky Kell + Dave Hunter Classic (previously the Corky Kell Classic from 1992- 2022), as the event returns Aug. 12-13 and 19-21, 2026, with a thrilling five-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 football games in the entire nation. Each of the 11 games will be broadcast live on Atlanta News First (ANF), and streamed digitally on the ANF website/app and the National Federation High School Network (NFHS).

Score Atlanta has expanded its high school football coverage by adding Atlanta News First (Channel 46) to its already full broadcast lineup. The addition 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 2026 schedule consists of new matchups and new locations for the 35th anniversary of the event. There will be games at Mercedes-Benz Stadium on Wednesday, August 12th (Lanier vs. South Gwinnett at 5 p.m.; North Gwinnett vs. Grayson at 8 p.m.) and Thursday, August 13th (Cambridge vs. Brookwood at 5 p.m.; Roswell vs. Walton at 8 p.m.) as well as Kell High School on Wednesday, August 19th (Pebblebrook vs. Clarke Central at 4:30 p.m.; McEachern vs. Kell at 7:30 p.m.) and Blessed Trinity High School on Thursday, August 20th (Centennial vs. Dunwoody at 4:30 p.m.; Decatur vs. Blessed Trinity at 7:30 p.m.). Friday, August 21st will be hosted at Georgia State's Center Parc Stadium (Hebron Christian vs. Carver-Atlanta at 2 p.m.; Parkview vs. Coffee County at 5 p.m.; Houston County vs. West Forsyth at 8 p.m.).

The Classic will also host a coaches luncheon on April 15th, which gives sponsors one-on-one opportunity with coaches, athletic directors, booster club presidents and school principals. July 29th will be the Corky Kell + Dave Hunter annual coaches and players luncheon. This luncheon brings 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 300, with coaches, players, media and fans all in attendance.

The 2025 Corky Kell + Dave Hunter Classic had more than 41,000 fans in attendance across the four-day 11-game lineup. The four Saturday games that were broadcasted on ANF had an average of 24,246 viewers a game watching on ANF. The seven games that were broadcasted on PSN had an average of 15,843 viewers a game on PSN. Digitally, all 11 games had an average of 38,643 digital viewers a game watching on the ANF app and NFHS Newtork.

The Score Atlanta website and scoring app generated 645,423 impressions during the week of the event. 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 Atlanta News First. 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. Ability to activate in a field-level suite. Sponsor is responsible for food and beverage packages.
- **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.

PRESENTING SPONSORSHIP \$40,000

- **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 Atlanta News First. 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. Opportunity, if location allows, to bring a food truck. Ability to activate in a field-level suite. Sponsor is responsible for food and beverage packages.
- **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 Atlanta News First. 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 GAME 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.