



## DRIVE FOR THE GHSA STATE TITLE

**W**ith a new location every Friday night, the Drive for the GHSA State Title offers schools from across Georgia the chance to play on television as they pursue the ultimate goal of a state championship. This exciting series brings high school football into the spotlight, allowing teams to showcase their talent and passion while competing during their journey for the prestigious state title. Coverage will begin following the week of the Great Atlanta Bash and continue through the semifinals of the GHSA football playoffs.

Last season, Score Atlanta and the Peachtree Sports Network teamed up once more to broadcast 37 Georgia high school football games. The Drive for the GHSA State Title featured 14 of those games, 10 regular season games and four postseason games, with premier matchups every Friday night throughout the season. The average attendance for each game was 5,076. Across the season, 295,666 homes (739,165 viewers) tuned in to these live broadcasts for the Friday night football action. The Atlanta News First app received 89,457 impressions throughout the season and the NFHS Network received 13,345 impressions, while the Score Atlanta website and scoring app averaged over 432,654 impressions every week of the Drive for the GHSA State Title.

### PRESENTING SPONSORSHIP \$69,000

- **Television:** Broadcast live on the Peachtree Sports Network. Two 30-second TV commercials in every game (28 total). One in-game feature in every game (14 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime shows.
- **Digital:** Four video ads per game on the video message board at each host site (56 total). Eight digital ads per game on the video message board at each host site (112 total).
- **On-Site:** Three in-stadium PA reads during each game (42 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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.

### TV SPONSORSHIP \$62,000

- **Television:** Broadcast live on the Peachtree Sports Network. One 30-second TV commercials in every game (14 total). One in-game feature in every game (14 total). Included in the TV billboards during the first and second half of each game. Company has opportunity to put spokesperson on during halftime shows.
- **Additional Media:** ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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 \$33,000

- **Digital:** Four video ads per game on the video message board at each host site (56 total). Eight digital ads per game on the video message board at each host site (112 total).
- **On-Site:** Two in-stadium PA reads during each game (28 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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.

### ON-SITE SPONSORSHIP \$25,000

- **Digital:** Two digital ads per game on the video message board at each host site (28 total).
- **On-Site:** Two in-stadium PA reads during each game (28 total). 10 x 10 booth inside each host site. Access to participants to hand out information and specialty products directly. Opportunity for field level signage.
- **Additional Media:** ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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.

### LOCAL TV / GAMEDAY SPONSORSHIP \$10,500

- **Television:** Broadcast live on the Peachtree Sports Network. Two 30-second TV commercials for one game. One in-game feature in the game. 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:** 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. Opportunity for field level signage.
- **Additional Media:** ScoreATL.com (300px x 250px rotating supercube ad; average of 120,312 impressions per week 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.