

WHAT IS SCORE ATLANTA? AND WHAT DO WE DO FOR OTHERS ?



Score Atlanta, a full-service sports marketing company born in late 2004, is the definitive source for High School Sports in Georgia. Score has evolved from the publisher of a weekly paper into a multi-platform content provider (producing both TV and web games) and full-service sports marketing agency, a specialty printer, a seller of promotional items, an event activator and an event sponsorship seller. Our clients include an impressive list of companies and sports organizations. The services Score provides for our clients encompass the full spectrum of our

- **92.9 THE GAME**
 - Weekly live high school football reports on-air
 - Marketing partner
- **ADIDAS**
 - Secured sponsorship for several events
- **AJC/AJC.COM**
 - Provides the high school sports scoreboard for AJC print and AJC.com
 - Serves as sole content provider for multiple high school sports
 - Supplies play-by-play video of high school sporting events
 - Produces summaries of high school game action for AJC.com and print
- **AMB FOUNDATION**
 - Handles numerous printing projects for all businesses including business cards, stationery, and envelopes
- **ARMY**
 - Secured Corky Kell Classic Sponsor
- **ATLANTA DREAM**
 - Designs, publishes and contributes content in the game day programs for all home games
 - Handles printing of numerous projects
- **ATLANTA FALCONS**
 - Designs, publishes and contributes content in the game day programs for all home games
 - Designs and prints Cheerleader Calendar
 - Produces Training Camp Guide, Yearbook and Draft Day Guide
 - Event activation and marketing support
 - Seat/sponsorship sales, print collateral material and marketing push for new stadium
 - Activate Ford Trucks program
- **ATLANTA HAWKS**
 - Provides advertising and marketing support
 - Produces and publishes playoff programs
 - Event activation for MLK Holiday Tournament
 - Launching Philips Arena salute to HS sports
- **ATLANTA MOTOR SPEEDWAY**
 - Print and digital activation
- **ATLANTA UNITED**
 - Designs, publishes and contributes content in the game day programs for all home games
 - Handles printing of numerous projects
- **CORKY KELL 7-ON-7**
 - Ownership of the 52-team event
 - All-day football tournament at Roswell Area Park
- **CORKY KELL CLASSIC**
 - Ownership of four-day, 22-team event
 - Responsible for all game marketing
 - Creates game day program
 - Broadcasts games on PeachtreeTV
- **DRIVE FOR THE GHSA STATE TITLE**
 - 10 regular season high school football games
 - Four post-season high school football games
 - All games broadcasted on PeachtreeTV
- **EAST COBB BASEBALL**
 - Creating and producing instructional video for award-winning complex
- **EVOSHIELD**
 - Develop digital strategy
 - Activation at events
- **FELD ENTERTAINMENT**
 - Market shows including Monster Trucks, Circus and Disney
- **FOX SPORTS**
 - Developed TV/Digital platform relationship for Corky Kell Classic
- **GADA**
 - Developed branding to revitalize marketing
 - Updates website and writes monthly newsletter
 - Markets the Regions Bank Directors Cup
- **GAOA**
 - Created new image and provides marketing support
 - Publishes program for annual conference
 - Supports development of GAOA Hall of Fame
- **GEORGIA CONSTRUCTION CAREERS**
 - Secured Corky Kell Classic title sponsorship
- **GEORGIA ELITE CLASSIC**
 - Ownership of three-day event
 - Three all-star games (Eighth grade, Sophomore vs. Freshmen, Senior vs. Junior)
 - All three games on PeachtreeTV
- **GEORGIA TECH**
 - Market ticket packages for football and basketball teams
- **GHSA**
 - Publishes playoff programs for more than 20 varsity sports
 - Manages and maintains GAprepnews.com with GHSA
- **GORILLA MARKETING**
 - Produces weekly E-newsletter
 - Publishes preview for HS football
- Publishes season previews for other sports/leagues
- **GREAT ATLANTA BASH**
 - Ownership of six-team event
 - All three games on PeachtreeTV
- **GREATER GWINNETT CHAMPIONSHIP**
 - Digital and print advertising
 - Content and social media
- **GWINNETT BRAVES**
 - Produced 2012 preseason guide and distributed through network
- **MAJOR LEAGUE SOCCER**
 - Marketed announcement to community of soccer team coming to Atlanta
- **MERCEDES-BENZ STADIUM**
 - Building of the high school helmet wall, the biggest feature inside the stadium
- **MLS**
 - Writing book on building of franchise
 - Digital strategy
- **NATIONAL GUARD**
 - Developed and executes High School Football & Basketball Game of the Week programs for the Guard with the Falcons & Hawks
 - Orchestrate luncheons for high school administrations and coaches to build relationships
- **NATIONAL SIGNING DAY FRENZY**
 - Ownership, responsible for running world's largest signing day party
 - Event held at Stars and Strikes
 - Extensive signing day coverage
 - Live on-air show by 92.9 The Game
- **PGA TOUR CHAMPIONSHIP**
 - Eight year marketing, advertising and content relationship
- **PLAYON SPORTS**
 - Sister company for digital sports
- **WWE**
 - Market two shows annually in Atlanta



DON'T MISS THE EXCITEMENT

An opportunity to be part of the live Score Atlanta Friday night football High School Scoring APP and Scoreboard in partnership with AJC.com; the APP continues with all the stick and ball high school sports in the state throughout the school year

Buy sponsorships for the four days of the Corky Kell Classic and the two luncheons leading up to the event. The Classic features a 22-team, 11-game lineup, with all games being televised on PeachtreeTV. The Classic's five-game finale will be played at Mercedes-Benz Stadium.

Buy sponsorships for the third annual Great Atlanta Bash, played at Eddie S. Henderson Stadium, featuring three games the weekend following Corky Kell. All games will be televised on PeachtreeTV.

Buy sponsorships for the Drive for the GHSA State Title. The event features 10 regular-season Georgia high school football games (one per week) and four postseason games. All 14 games will be televised on PeachtreeTV.

Buy sponsorships for the three days of the Georgia Elite Classic in December. The Classic features three all-star games (Eighth grade, Sophomores vs. Freshmen and Seniors vs. Juniors) which will all be televised on PeachtreeTV.

Buy sponsorships for the very popular National Signing Day Frenzy in February, and join us at Stars and Strikes for the all-day event.

Advertise on the daily E-newsletter for high school sports in Georgia throughout the year

Buy into the two top high school sports websites in Georgia (ScoreATL.com and GaPrepNews.com)

Jump on the popular Score Facebook and Twitter sites

We're home for your specialty printing needs; publishing and distributing programs, guides, pocket schedules and more

