

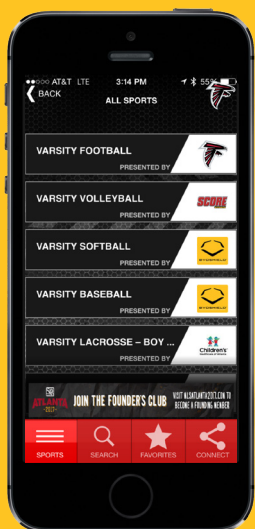


SCORE

atlanta

WHAT IS SCORE ATLANTA?





IN JUST 21 YEARS, SCORE ATLANTA HAS BECOME THE GO-TO SOURCE FOR EVERYTHING GEORGIA HIGH SCHOOL SPORTS AS THE LEADING SPORTS MARKETING COMPANY IN THE GEORGIA HIGH SCHOOL SPACE. WITH A COMMITMENT TO PROVIDING THE BEST AND MOST INSIGHTFUL HIGH SCHOOL SPORTS CONTENT, WHETHER IT BE THROUGH OUR WRITTEN CONTENT OR OUR FREQUENT BROADCASTS, SCORE ATLANTA KEEPS READERS AND VIEWERS ENGAGED AND UPDATED. WE HAVE BUILT OUR REPUTATION AS AN EFFECTIVE MARKETING VEHICLE FOR ADVERTISERS LARGE AND SMALL, HANDLING PRINTING AND PROMOTIONAL MATERIAL FOR MANY SPORTS-RELATED COMPANIES IN THE STATE, INCLUDING THE ATLANTA FALCONS AND ATLANTA UNITED.

Since its inception in 2004, Score Atlanta has expanded over the years from a newspaper to a do-it-all sports marketing company, with an emphasis on televised and written content covering everything Georgia high school sports. Every day, our writing staff provides the latest updates and stories from around the state, giving the most comprehensive and exclusive coverage throughout the year. Whether it be through our daily stories, classification blogs, or our recruiting blogs, Score Atlanta provides constant coverage of every stick-and-ball sport sanctioned by the Georgia High School Association.

Additionally, fans of Georgia high school sports can stay up to date with the latest scores from across the state with our live High School Sports Scoreboard. Whether viewing on our website or on the Score Atlanta High School Scoreboard app, our scoreboard crew tracks games every night for all stick-and-ball sports, updating scores and providing final results for fans to view. During the football season, the scoreboard crew provides live scoring updates on every game each Friday night, with over 140 final results logged by the end of each night. This coverage has also been available on the Atlanta Journal-Constitution for more than 18 years, as the AJC and Score Atlanta have worked closely together towards our mutual coverage of Georgia high school sports. The AJC online scoreboard is propelled by the Score Atlanta scoreboard crew, and the Score writing staff has been populating the AJC high school sports page with scores, blog posts, previews, recaps and championship coverage of every GHSA sanctioned sport for nearly two decades. Additionally, every GHSA state championship publication is created, written, and designed by Score Atlanta, with team information and previews highlighting the upcoming action.

In 2010, CEO of Georgia Public Broadcasting, Teya Ryan, brought in Score Atlanta President I.J. Rosenberg 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, Score Atlanta in September of 2024 launched a weekday show titled Georgia High School Sports Daily which airs live on the Peachtree Sports Network from noon - 1 p.m. Monday through Friday. The show is also streamed digitally on the Atlanta News First (ANF) app, YouTube TV, the National Federation High School (NFHS) Network, and the CBS 24/7 streaming site ZEAM. During the academic school year, the show focuses on all GHSA sports seasons and championships. The show reruns every night at 11 p.m. Each episode takes an in-depth look into teams, student-athletes, and their coaches with a focus on current events in addition to any collegiate developments.

Across four months of airing in 2024 and four months in 2025, the show reaches an average of 18,750 viewers per day watching the live broadcast through the Peachtree Sports Network. The show averages 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 (32,500 viewers) on TV and had 300,000 impressions across all digital platforms.

In addition, Score Atlanta uses the show to showcase its plethora of events throughout the Georgia high school sports season. This includes events such as the annual Corky Kell + Dave Hunter Classic 7-on-7 (football and flag), Georgia High School Football & Flag Media Days, Sheriff's Cup Invitational, the Corky Kell + Dave Hunter Classic (football and flag), the Great Atlanta Bash, the Drive for the GHSA State Title, Georgia High School Football Hall of Fame, Score Atlanta High School Football & Flag Awards, Corky Kell + Dave Hunter Basketball Classic, and the Georgia Elite Classic (football and flag).

Among these, the longest-standing event is the annual Corky Kell + Dave Hunter Classic (previously the Corky Kell Classic from 1992-2022), which kicks off the high school football season not just in Georgia, but across the whole nation as the first game of the event (held on Wednesday) is the first to be played nation-wide. The Classic has grown tremendously over the years, shifting from a four-game affair to a four-day, 11-game celebration of Georgia high school football with its finale culminating at the prestigious Mercedes-Benz Stadium, home of the Atlanta Falcons and Atlanta United.

In addition to the Classic, Score Atlanta promotes Georgia high school football through other events. The Great Atlanta Bash, modeled after the Classic, highlights schools within the Atlanta Public Schools System, and offers these programs an opportunity to play on TV and garner a larger viewing audience. The Drive for the GHSA State Title, Score Atlanta's branded Friday night football broadcast, highlights one premier game each Friday night of the football season following the Great Atlanta Bash, totaling 10 regular season games and four post-season games (first round, second round, quarterfinals and semifinals). The Georgia Elite Classic has promoted Georgia's rising football stars since 2013 and offers high school and middle school players a chance to showcase their skills against the best-of-the-best in a three-day all-star game event, with over 1,800 alumni going on to play at the collegiate or professional level.

Georgia High School Football and Flag Media Day, which held its first-ever outing in 2023 in downtown Atlanta, is a celebration of Georgia high school football and brings together more than 70 football and flag programs from across the state to honor their senior class and other elite underclassmen ahead of the upcoming season. Coaches and players in attendance are interviewed live while various media outlets flock to get interviews with some of Georgia's most talented players.

While our Media Day event highlights players before the season, the Score Atlanta High School Football & Flag Awards honors student athletes following their tremendous seasons. The event, which held its inaugural ceremony in December of 2024, awards players and coaches for their achievements during the season, and introduced the first-ever Mr. Georgia for football and Miss Georgia for flag football in state history in addition to recognizing All-Classification Teams, Offensive and Defensive Players of the Year, Head Coaches and Assistant Coaches of the Year, and more.

The Georgia High School Football Hall of Fame, launched by Score Atlanta in 2022, is dedicated to celebrating the achievements of high school football players from Georgia who have gone on to excel not just in college or the NFL, but within off-the-field endeavors that exemplify their leadership and passion. The evening kicks off at the College Football Hall of Fame with an exclusive VIP dinner, followed by a star-studded ceremony attended by family, friends, and fans, honoring these remarkable individuals and their lasting contributions to the sport. Inductees include names like Champ Bailey, Jeff Saturday, Herschel Walker, Bill Curry, Dan Reeves, Eric Berry, and so many others who helped make Georgia high school football what it is today.

Each of the events mentioned above (with exception to the Corky Kell + Dave Hunter Classic Football and Flag 7-on-7s) are broadcast live on the Peachtree Sports Network, and stream digitally on the Atlanta News First app, NFHS Network, and the CBS 24/7 streaming site ZEAM. Additionally, each broadcast is available for viewing on the Score Atlanta YouTube page, which uploads the coverage from each event after its completion.

Even with its constant involvement and coverage of Georgia high school sports, Score Atlanta continues to create various print and promotional products for prestigious companies such as the Atlanta Falcons, Atlanta United, the GHSA, the Georgia Army National Guard, Mercedes-Benz Stadium, Arthur M. Blank Family of Businesses, Arthur M. Blank Sports & Entertainment, Arthur M. Blank Family Office, and more.

Notable projects include the design and installation of marquee signs for the National Guard which are displayed at their various offices around the state, assisting the renovation of Mercedes-Benz Stadium's Molly B's restaurant while providing in-house designed signage and installations, and most notably the new installations for the Atlanta Falcons Ring of Honor. Score Atlanta's services were used not only to design each inductee's Ring of Honor banner, but our team was on-site at Mercedes-Benz Stadium for the installation and the grand revealing of the inductees. Score Atlanta was also the main force behind the installation of the Georgia High School Football Helmet Wall, seen within Mercedes-Benz Stadium as the pinnacle of promotion for Georgia high school football and its athletes.

Additionally, Score Atlanta is tasked with the creation, design, and production of the annual Atlanta Falcons Training Camp Guide. What once was a 40-page printed paper has transformed into an immersive 140-plus page online publication, with stories covering returning stars, coaching changes, the rookie class, divisional matchups, individual player profiles, and so much more.

In addition to sports, Score works closely with various companies like wholesale giant, Mud Pie and Spartina, as well as Teall Properties and the Interluxe Group to name a few. Score will also have a huge role in the upcoming 2026 FIFA World Cup, the 2025 Club World Cup and the MLB All-Star Game this summer.

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's marketing to support camp activities, Draft Day festivities, and their annual salute to high school coaches. The GHSA is also dependent on Score Atlanta for its state championship publications, and has been a close partner as Score Atlanta continues to expand each and every year. Score also works closely with PlayOn! Sports, one of the nation's leading high school streaming companies, and with Peachtree TV, the Peachtree Sports Network and Atlanta News First, giving our televised content the perfect platforms to promote each event and its participants.

