



# GEORGIA HIGH SCHOOL FOOTBALL MEDIA DAY

The second annual Georgia High School Football Media Day returns after a successful inaugural year on July 24 in Atlanta at the Mechanical Trades Institute, and the following day on July 25 in Macon at Westside High School. The event is patterned after SEC media days and in the first year more than 70 schools were represented from across Georgia. Attending schools will bring their senior football classes, as well as other top players from their programs, and will partake in a media session on the main stage that will last around 45 minutes. This year, the event will also feature girls flag football teams from around the state as the sport continues its growth and expands to every corner of Georgia. The event will attract many different types of media, including newspapers, television and radio stations, digital platforms and recruiting-focused websites. The all-day event will be broadcast much like ESPN does SEC media days, and will be seen on the Atlanta News First app as well as the National Federation High School Network. Attending teams waiting for their turn on the main stage will be able to explore the multiple demonstrations set up by the various unions in the venue, with displays focused on welding, plumbing, heating and air as well as pipe fitting.

## TITLE SPONSORSHIP (\$15,000)

- **Promotion:** Company name and logo placed on all event materials including the event program. Company will be referred to as the title sponsor during all media and live mentions.
- **Streaming:** Five 30-second commercials during the live broadcast each day. Opportunity to have spokesperson on during the live broadcast.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venues.
- **Additional Media:** Full-page ad in the event program. Company will get advertising in the special edition of the Georgia High School Football Daily newsletter that will preview the event.

## PRESENTING SPONSORSHIP (\$9,500)

- **Promotion:** Company name and logo included in the event program. Company will be referred to as a presenting sponsor during all media and live mentions.
- **Streaming:** Three 30-second commercials during the live broadcast each day. Opportunity to have spokesperson on during the live broadcast.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venues.
- **Additional Media:** Half-page ad in the event program. Company will get advertising in the special edition of the Georgia High School Football Daily newsletter that will preview the event.

## ON-SITE SPONSORSHIP (\$3,500)

- **Promotion:** Company name and logo included in the event program.
- **On-Site:** 10 x 10 activation booth during the event, with the ability to pass out deliverables to players, coaches, media and fans. Opportunity to have event-day signage throughout the venues.
- **Additional Media:** Half-page ad in the event program. Company will get advertising in the special edition of the Georgia High School Football Daily newsletter that will preview the event.

