



CORPORATE SPONSORSHIP OPPORTUNITIES

JOIN US

COBBK12.org/sports

★
INVEST IN
CHAMPIONS



CCSD ATHLETIC DEPARTMENT



3.60

GPA

CCSD Athletics

High school athletics play a crucial role in the development of our students, offering much more than just physical fitness. Participation in sports fosters essential life skills such as teamwork, leadership, and resilience, which are vital for personal and academic success.



Student-Athletes

Nearly 13,000 student athletes compete to be the best.



GPA

The cumulative GPA for all student-athletes was 3.60 for 2024.



Leadership

Don Baker, CCSD Athletic Director, 2024 GADA Bob Stinchcomb Athletic Leadership Award



National Letters of Intent

257 student-athletes signed NLI to play their respective sports at the collegiate level.



State Titles

Team Titles: 15 |
Individual Titles: 28

Call us for more info



770-426-3390

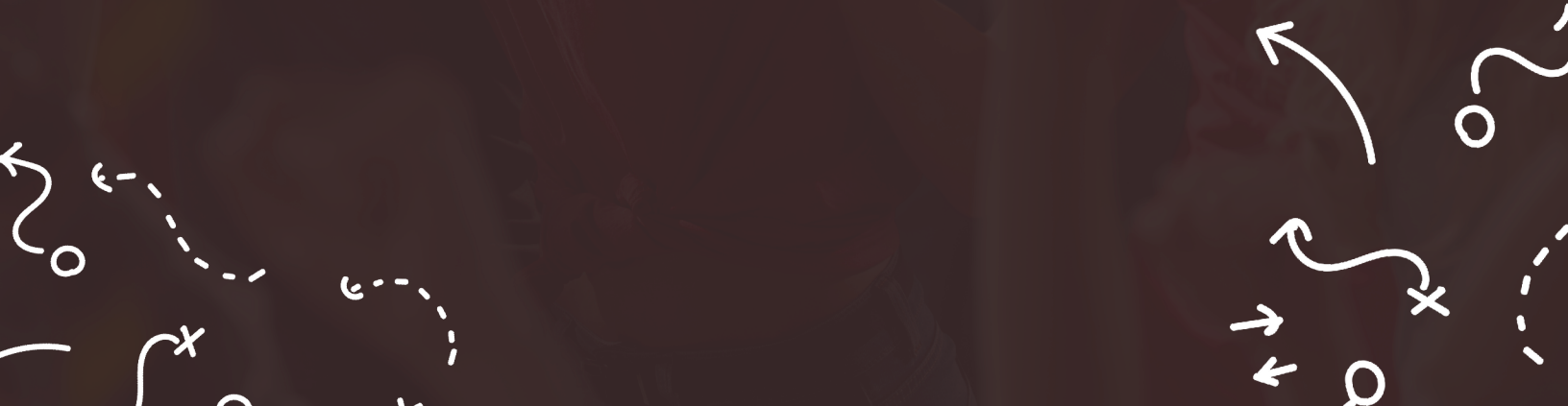


COMMUNITY REACH

The "Fan of the Game" sponsorship program is designed to support K-12 students across the Cobb County School District by engaging our community partners in a meaningful way. Through this program, we offer a unique opportunity for businesses and organizations to showcase their commitment to student success while gaining high-level recognition throughout the school district's athletic programs.

Why Get Involved?

As a "Fan of the Game" sponsor, you're doing more than just putting your brand in the spotlight—you're investing in the future of our community. Here's why you should join the team:

- **Impact Student Success:** Your sponsorship directly supports educational and extracurricular programs that help our students thrive. By backing their athletic endeavors, you're contributing to a well-rounded education that emphasizes teamwork, discipline, and perseverance.
 - **Elevate Your Brand:** Align your brand with excellence and community spirit. With thousands of students, parents, and community members attending our events, your company will gain significant exposure and goodwill.
 - **Be a Community Leader:** By stepping up as a sponsor, you're not just a business—you're a community champion. You'll be recognized for your commitment to local education and youth development, positioning your company as a leader in the community.
 - **Engage with Passionate Fans:** Sports fans are some of the most loyal and engaged audiences. By connecting with them at our events, you'll build lasting relationships with potential customers who share your love for the game.
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COMMUNITY REACH

Impact:

Your sponsorship will directly contribute to the success of our student athletes by funding programs, resources, and opportunities that enhance their educational experience. In turn, your business will be highlighted as a key supporter of student success in Cobb County School District, aligning your brand with the future leaders of our community.

Support will be directed towards Cobb County School District Athletics Department programs like:

- Athletic Training Equipment
- Coaching Development
- Performance Enhancement
- Scholarships
- Student safety enhancements
- Student Wellness
- Technology Integration
- Uniforms and warmups

Seasonal Sports with Recognition Opportunities:

Fall Sports: Cheer, Cross-Country, Flag football, Football, Softball, Volleyball

Winter Sports: Basketball, E-Sports, Swimming, Wrestling

Spring Sports: Baseball, Lacrosse, Soccer, Track, Tennis





BENEFITS

\$25,000 – Hall of Fame Fan

Official Hype Video: Your company and logo featured and recognized throughout the school year, at each sporting event. These offer an enormous amount of visibility and will have a lasting impression where the videos are shown.

Weekly Sponsor Highlights: Weekly social posts across Cobb County School District social media accounts, spotlighting your company.

Social Media Graphic Sponsor: Your logo featured throughout the school year on social media graphics (Game Day, Player of the Game, Final Score, etc..)

Dedicated Calls: PA recognition at all home contests as one sponsor, quarter/period/inning sponsor/goal/run. *Exceptions apply.

Digital Advertisement: You provide an ad (SIZE) that will show in premiere static locations on the Cobb Sports/Athletic Director website.

Stadium/Court Signage: One 3' x 5' fence/railing sign will be displayed inside a gym or field at all 16 high schools.

Scoreboards: Where possible, your digital logo will have placement at select schools.

\$15,000 – MVP Fan

Social Media Graphic Sponsor: Your logo featured throughout the season on social media graphics (Game Day, Player of the Game, Final Score, etc.)

Dedicated Calls: PA recognition at all home contests as one of our designated Game Sponsorships (ex: TD/Goal/Run Sponsor, Quarter/Period/Inning Sponsor, First Down Sponsor, etc). *Exceptions apply.

Digital Advertisement: You provide an ad (SIZE) that will show in premiere static locations on the Cobb Sports/Athletic Director website.

Stadium/Court Signage: One 3' x 5' fence/railing sign will be displayed inside a gym or field at all 16 high schools.



BENEFITS

\$10,000 – All-Star Fan

Dedicated Calls: PA recognition at all home contests as one of our designated Game Sponsorships (ex: TD/Goal/Run Sponsor, Quarter/Period/Inning Sponsor, First Down

Sponsor, etc). *Exceptions apply.

Digital Advertisement: You provide an ad (SIZE) that will show in premiere static locations on the Cobb Sports/Athletic Director website.

Stadium/Court Signage: One 3' x 5' fence/railing sign will be displayed inside a gym or field at 8 high schools.

\$5,000 – Rookie Fan

Digital Advertisement: You provide an ad (SIZE) that will show in premiere static locations on the Cobb Sports/Athletic Director website.

Stadium/Court Signage: One 3' x 5' fence/railing sign will be displayed inside a gym or field at 8 high schools.

Join Us:

Become a "Fan of the Game" and take your support to the next level. Together, we can create a lasting impact on the lives of our students and the entire community. Be one of our ultimate sports fans and be a part of the thrill of the game, the roar of the crowd, and the excitement of every play! Now is your chance to be the MVP both on and off the field with our "Fan of the Game" sponsorship program! By supporting our K-12 students, you'll be recognized as the biggest fan in the Cobb County School District, with unmatched visibility at our most popular sporting events.

MEDIA EXPOSURE



113,572 followers



20,388 followers



56,302 followers

Men = 25.3%
Women = 73.1%
Unspecified = 1.6%



4,440 followers



23,601 followers

Men = 17.6%
Women = 59%
Unspecified = 23.4%

Post Performance

Total posts = 2,566

Impressions - 10,739,041

Average Reach per post - 5,965

Average Potential Reach per post - 113,018

Engagement Rate - 7.1%

Engagements - 764,139

Post Link Clicks - 86,758

Video Views - 785,155

Website

- www.cobbk12.org saw 3.6 million visitors with a 43% engagement rate.
- email campaigns reach over 250,000 subscribers with a 97% delivery rate.





**Working together to be a school district
where every student succeeds.**



COBB COUNTY
SCHOOL DISTRICT



COBB
SCHOOLS FOUNDATION