



2015 Atlanta BeltLine Tour Presenting Sponsor Benefits

3 Months - \$15,000

6 Months - \$25,000

12 Months - \$50,000

- Recognition as title sponsor (Atlanta BeltLine Tours presented by [your company]) in all Atlanta BeltLine Tour communications and materials
- Promotion:
 - logo with link on website
 - Twitter and Facebook
 - media promotion and press releases
 - recognition in e-newsletters
- Option to use bus for corporate events free of rental charge (based on sponsorship level)
- Tour Benefits:
 - Atlanta BeltLine Bus Tour will be wrapped with your advertising for duration of the sponsorship
 - Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets (minimum 60 participants per week)
 - Opportunity to provide up to 60 seconds of dialogue for tour guides to give during each tour

Atlanta BeltLine Community Reach
• Facebook: 40,500+ likes
• Twitter: 33,800+ followers
• Instagram: 5,000+ followers
• E-Newsletter: 21,500+ subscribers
• 2014 beltline.org page views: 1.64M+



- Year-Long Benefits:
 - Access to VIP Sponsor Parking at designated Atlanta BeltLine events
 - One full page ad or two ½ page ads, complimentary, in members-only newsletter *The Loop* (advertising only available to sponsors and partners)
 - Recognition in members-only newsletter *The Loop*
 - Option to provide rewards for points in the Atlanta BeltLine Online Health Community
 - 10 Atlanta BeltLine Member Discount Cards
 - Invitation to annual donor appreciation event
 - Private Atlanta BeltLine Tour for 30 guests
 - For 12 months, private tour includes breakfast or lunch



About the Atlanta BeltLine Tour Program

The Atlanta BeltLine is happening right now. It is already a living, breathing part of the fabric of Atlanta, and it is impossible to appreciate its importance to our community without experiencing it first-hand. Atlanta BeltLine Tours are the flagship of the Atlanta BeltLine Partnership's portfolio of Awareness, Education & Ownership programs that cultivate the grassroots support required to maintain the Atlanta BeltLine as a priority beloved by Atlanta's residents.

The Atlanta BeltLine offers three types of tours:

- **Atlanta BeltLine Arboretum Walking Tours:** A wonderful opportunity to really immerse yourself in the natural beauty of the Atlanta BeltLine is through the Atlanta BeltLine Arboretum Walking Tour, led by expert Trees Atlanta docents. With a focus on the horticultural collections, these guided tours along the Eastside Trail are filled with great details about native trees, special features, and historical information about the Atlanta BeltLine and its one-of-a-kind Arboretum.
- **Atlanta BeltLine Bike Tours:** The Atlanta BeltLine Partnership and Atlanta Bicycle Coalition offer free, guided bike tours of the Atlanta BeltLine on Saturday mornings at 10:00 a.m. and Sunday afternoons at 2 p.m. Enjoy the ride while you learn about the Atlanta BeltLine concept, history, and updates on project planning, implementation and development.
- **Atlanta BeltLine Bus Tours:** The very best way to learn about the Atlanta BeltLine is to take a ride on one of our free, narrated bus tours. Ride in comfort as you learn all about the Atlanta BeltLine history, project updates, and long-range plans. Bus tours run every Friday and Saturday morning, but space is limited and seats fill up fast!
 - In 2014, 149 tours provided 3,483 individuals with an up-close, first-hand view of the Atlanta BeltLine.
 - Named by *Atlanta Magazine* as "One of the things every Atlantan must do!"
 - Three-hour guided bus tours depart from the Inman Park MARTA station every Friday and Saturday morning at 9:30 a.m. Reservations fill up within hours of opening at 9:00 a.m. on the 15th of each month
 - The Atlanta BeltLine loop connects 45 neighborhoods in the City of Atlanta, including Inman Park, Ansley Park, and Buckhead, as well as urban development communities in south and west Atlanta.

