



Run. Walk. **Go!**

THE ATLANTA BELTLINE
RACE SERIES



Atlanta
BeltLine
Partnership

2017

Atlanta BeltLine
Run.Walk.Go! Race Series
Sponsorship Packet

Promote a healthy, active lifestyle while growing awareness of and support for the Atlanta BeltLine

THE 2017 ATLANTA BELTLINE RUN.WALK.GO! RACE SERIES INCLUDES:

- **JULY 15 - WESTSIDE 5K**

This race follows the Westside Trail Corridor and takes participants through the oldest neighborhood in Atlanta (West End) before continuing through the historic Westview neighborhood.

- **DECEMBER 2 - EASTSIDE 10K**

The biggest race in the Run.Walk.Go! Race Series showcases the Eastside Trail Corridor and Piedmont Park, and winds through Inman Park, Midtown, Old Fourth Ward, Poncey-Highland and Virginia-Highland.

ABOUT THE RUN. WALK. GO! RACE SERIES

To date, over 13,000 people have participated in the family-friendly Run.Walk.Go! Race Series, which is an integral part of the Atlanta BeltLine's health and fitness programming. In 2016, more than 2,300 runners participated in our races and more than 115 teams helped us raise funds for the Atlanta BeltLine. Our Westside 5K had over 700 participants and our Eastside 10K had over 1,600 participants.

Your sponsorship helps keep the Atlanta BeltLine vision on track by enabling the construction of more parks and trails, engaging the public through tours, health and fitness programs, and special events, and empowering Atlanta BeltLine residents to connect with jobs, housing, and better health.





COMMUNITY REACH

e-newsletter



30,146 subscribers

@atlantabeltline



210,000 followers



62,706 fans



51,600 followers



7000+ mobile app downloads

beltline.org



749,507 Sessions

533,209 Users

69.78% New Visitor

30.2% Returning Visitor

2,077,957 Pageviews

00:02:26 Avg. Session Duration

WHO WE ARE



Atlanta
BeltLine
Partnership

Formed in 2005, the Atlanta BeltLine Partnership (ABP) provides the collaborative platform advancing the Atlanta BeltLine project. ABP enables the project by raising money from the private sector and philanthropic community; engages the public through programming, events and activities; and empowers residents of Atlanta BeltLine neighborhoods through partnerships that bring about positive outcomes in the areas of health, housing and economic opportunity.



Atlanta
BeltLine

Atlanta BeltLine, Inc. (ABI) was formed in 2006 to manage the implementation of the Atlanta BeltLine project. Tasked with overseeing the planning and execution, ABI works closely with City of Atlanta departments to define details of the plan, secure public funding, inform and engage members of the community, and serve as the overall project management office for construction of the trails, transit, parks, and other key components.

SPONSORSHIP BENEFITS AND DETAILS

	Presenting	Platinum	Gold	Silver	Bronze
Pre-Race Benefits					
Logo/ name on sponsor page of website	*Logo (linking to site)	*Logo (linking to site)	Logo	Logo	Name
Recognition on posters	Logo	Logo	Logo	Name	Name
Logo on postcards	Logo	Logo			
Logo/name in race e-communications	Logo	Logo	Logo	Name	
\$5 registration discount codes for promotional use	100	50	25		
Social media recognition	✓	✓	✓	✓	
Press releases	✓	✓	✓	✓	
Complimentary runner registrations per race	20	15	10	10	5
Local media interviews and opportunities if available	✓				
Free warm-up clinic	✓				
Event Day Benefits					
Logo/name on event signage	Logo	Logo	Logo	Name	Name
Logo/name on event t-shirts	Logo	Logo	Logo	Logo	Name
10x10 Exhibitor space*	Tent or table w/ premium placement	Tent or table	Tent or table	Tent or table	Table
Verbal recognition during event program	✓	✓	✓	✓	
CASH SPONSOR	\$40,000	\$20,000	\$10,000	\$5,000	\$2,500
IN-KIND SPONSOR* <i>*In-kind contributions must be budget relieving for sponsorship credit.</i>		\$40,000 value	\$15,000 value	\$7,500 value	\$5,000 value

Other Opportunities

BeltLine Race Exhibitor: \$350 (per race)

- 10x10 Exhibitor Space

In-Kind Opportunities

Interested in adding in-kind value to your cash sponsorship, or providing a full in-kind sponsorship? To inquire, contact:
Salisha Evans, Director of Partnerships and Development,
404-446-4408,
salisha@atlblp.org

Got Another Idea?

Interested in providing something not currently listed? Let us know!

*Tables available upon request

SPONSORSHIP AGREEMENT

(PLEASE CHECK ONE BOX)

	CASH SPONSOR	IN-KIND SPONSOR
PRESENTING	<input type="checkbox"/> \$40,000	
PLATINUM	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$15,000
GOLD	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$15,000
SILVER	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,500
BRONZE	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$5,000
OTHER	<input type="checkbox"/> \$	<input type="checkbox"/> \$

Sponsorship proposals can be customized to your specific needs! If none of these packages sounds just right, see contact information at the bottom of the page.

I agree to sponsor the Run. Walk. Go! Race Series. As a sponsor, I understand I will receive the applicable sponsorship opportunities described in this packet and agree to provide digital art work for all promotional advertising. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the Atlanta BeltLine Partnership.

Company Information

Name for Recognition _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Representative Name _____ Title _____

Authorized Sponsor Signature _____ Date _____

Payment Information

Invoice

A check is enclosed *Please make payable to the Atlanta BeltLine Partnership.*

Credit Card: VISA/Master Card/AMEX (circle one):

Card# _____ Exp Date _____ Security Code _____

Name on Card _____ Signature _____

Please send this completed form to:

Atlanta BeltLine Partnership
Attn: Salisha Evans
Director of Partnerships and Development
112 Krog St. NE, Suite 14
Atlanta, GA 30307



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