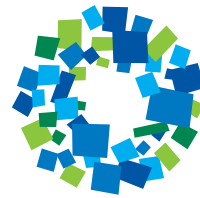


2019

Atlanta BeltLine Partnership Old Fourth Ward Fall Fest Sponsorship Opportunities



Atlanta
BeltLine
Partnership

Partner with the Atlanta BeltLine Partnership for the Old Fourth Ward Fall Fest — a free outdoor festival in the Historic Fourth Ward Skate Park.

SEPTEMBER 21, 2019

This year we'll also celebrate the 10th anniversary of Art on the Atlanta BeltLine!

About Old Fourth Ward Fall Fest

Take advantage of exclusive positioning alongside our celebrated Lantern Parade, the largest lantern parade in North America. Proceeds support public art and the Atlanta BeltLine Partnership's community-based programming.



Festival Highlights: Last year's event drew over 10,000 festival-goers. Built around the enormously popular Atlanta BeltLine Lantern Parade, Fall Fest features Atlanta's best food trucks, live music from local bands, lantern-making workshops, games and more.

The Lantern Parade — created by and featuring Chantelle Rytter and the Krewe of the Grateful Gluttons — is one of largest lantern parades in North America. This free celebration brings brings people from near and far together to enjoy an artistic experience like no other around the BeltLine. A glowing procession of light, music, and color that illuminates the Eastside Trail each year, the Lantern Parade debuted in 2010 and has been growing ever since. In 2012, 1,200 participants and tailgaters joined us on the parade route.

In 2018, the Atlanta BeltLine Lantern Parade brought more than 70,000 people together for an awe-inspiring spectacle of light and sound! The Lantern Parade is the highlight event of Art on the Atlanta BeltLine, the largest temporary art exhibition in the south that spans the paved trails of the Atlanta BeltLine making it a linear gallery representing artists from across Atlanta, the nation, and the world. Learn more about the parade and art at art.beltline.org

Who We Are



Atlanta
BeltLine
Partnership

Formed in 2005, the **Atlanta BeltLine Partnership** (ABP)

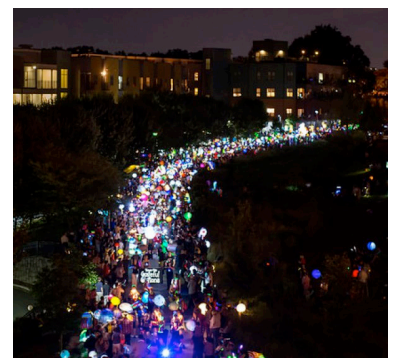
provides the collaborative platform advancing the Atlanta BeltLine project. ABP enables the project by raising money from the private sector and philanthropic community; engages the public through programming, events and activities; and empowers residents of Atlanta BeltLine neighborhoods through partnerships 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.



Our Reach

@ATLANTABELTLINE

389,000 followers

95,000 followers

74,000 fans

32,000 email subscribers

Learn more about us at atlantabeltline.org

Sponsor Levels + Benefits

2019

Atlanta BeltLine Partnership
Old Fourth Ward Fall Fest
 Sponsorship Opportunities



Atlanta BeltLine Partnership

	Presenting	VIP Area	Lantern Making Area	Gold	Silver	Bronze
Event webpages	Linked logo	Linked logo	Linked logo	Linked Logo	Logo	Logo
Field banner recognition	Large logo	Logo	Logo	Logo	Logo	Name
Stage banner recognition	Large logo	Logo	Logo	Logo	Logo	
Email newsletters	Logo	Logo	Logo	Logo	Logo	
Acknowledgment in event remarks						
Social media tagging						
Signage facing Eastside Trail						
Exhibitor Space	20x20 tent	Presence in VIP area + 10x10 space on field	10x10 space + space in Lantern tent	10x10	10x10	10x10
Tickets to VIP grandstand	8	8	6	4	2	
Lantern-making workshop tickets			8			
Year-long recognition in the Atlanta BeltLine Center	Logo	Name	Name			
Presenting sponsor recognition "Old Fourth Ward Fall Fest presented by [company]" in all communications and materials.						

Please Choose Your Sponsorship Level:	Presenting \$30,000	VIP Area \$15,000	Lantern Area \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$1,000
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Print deadlines for posters and fliers are one month prior to event.

Sign Up To Sponsor

Customization available at Gold level and higher. Custom sponsors can create specialized named areas such as Company's kids' zones, pet areas, etc and will be responsible for programming these areas.

Company Information:

Name for Recognition _____
 Address _____
 City _____ State _____ Zip Code _____
 Email _____ Phone _____
 Representative Name _____ Title _____

I agree to sponsor the Old Fourth Ward Fall Fest. 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.

Authorized Sponsor Signature _____ Date _____

Payment Information: Invoice A check is enclosed Please make payable to Atlanta BeltLine Partnership
Credit Card: VISA Master Card AMEX

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

Sponsorship proposals can be customized! If none of these packages sounds just right or you're interested in providing something not currently listed, please contact us with your ideas: salisha@atlblp.org or (404) 446-4408.