



## About the Atlanta BeltLine Bus 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 engagement programs that cultivate the grassroots support required to maintain the Atlanta BeltLine as a priority beloved by Atlanta's residents. One of our most popular programs, the tour bus is easily identified throughout the city as it travels through the 45 BeltLine neighborhoods which encompasses over 20% of Atlanta's population.

The very best way to learn about the Atlanta BeltLine is to take a ride on one of our bus tours narrated by a knowledgeable tour guide. Ride in comfort as you learn all about the Atlanta BeltLine history, project updates, and long-range plans. Our 32-seat bus tours run every Saturday morning for the public and throughout the week for private groups. Space is limited and seats fill up fast!

- In 2018, 100 tours provided almost 3,000 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 Saturday morning at 9:30 a.m. Private bus tours are also scheduled throughout the week by businesses and community groups.
- The Atlanta BeltLine loop connects 45 neighborhoods in Atlanta, including Inman Park, Ansley Park, Buckhead, West End, Adair Park, Capitol View and other urban development communities in all four quadrants of Atlanta.

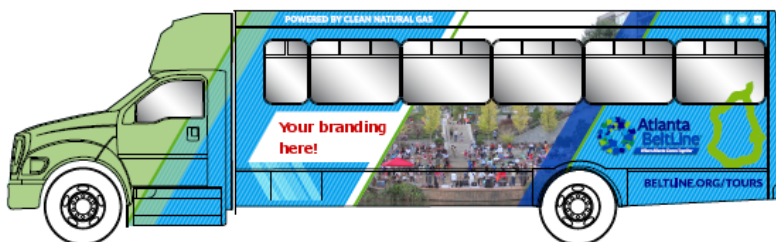
### Atlanta BeltLine Tour Presenting Sponsor Benefits w/bus wrap

3 Months - \$25,000

6 Months - \$45,000

12 Months - \$60,000

- Recognition as presenting sponsor in Atlanta BeltLine Tour communications and materials (*up to two presenting sponsors*)
- Promotion:
  - Logo with link on website
  - Twitter and Facebook recognition
  - Media promotion and press releases
  - Recognition in e-newsletters
- Recognition in Atlanta BeltLine Center
- Tour Benefits:
  - Atlanta BeltLine Bus Tour will be wrapped with your advertising for the duration of the sponsorship
  - Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
  - Recognition by tour guides on each tour



## **Bus Tour Programmatic Sponsor (no bus wrap, signage in bus)**

### **Lead Programmatic Sponsor- \$20,000+**

- Prominent panel board inside bus with logo (*multiple lead sponsors available*)
- Recognition as program sponsor in promotions – social media, e-newsletter recognition, other promotions
- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Sponsorship acknowledgement from tour guides to give during each tour
- Logo and link on Bus tour web site
- Two free private bus tours for clients or employees
- Listing on Atlanta BeltLine Corporate Member Page of [beltline.org](http://beltline.org)
- Listing in the Atlanta BeltLine Partnership Annual Report
- Recognition in Atlanta BeltLine Center

### **Gold- \$10,000 - \$19,999**

- Name listing on panel board inside bus as a sponsor
- Recognition as program sponsor in promotions – social media, e-newsletter recognition, other promotions
- Sponsorship acknowledgement from tour guides to give during each tour
- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Logo on Bus tour web site
- 1 free private bus tour for clients or employees
- Listing on Atlanta BeltLine Corporate Member Page of [beltline.org](http://beltline.org)
- Listing in the Atlanta BeltLine Partnership Annual Report
- Recognition in Atlanta BeltLine Center

### **Silver - \$5,000 - \$9,999**

- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Logo on Bus tour web site
- 1 free private bus tour for clients or employees
- Listing on Atlanta BeltLine Corporate Member Page of [beltline.org](http://beltline.org)
- Listing in the Atlanta BeltLine Partnership Partner Report

### **Bronze- \$2,500 - \$4,999**

- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Name listing on Bus tour web site



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