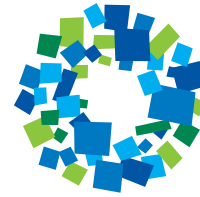


2020

# Atlanta BeltLine Partnership Adopt the Atlanta BeltLine Sponsorship Opportunities



Atlanta  
BeltLine  
Partnership

*Keep the BeltLine beautiful as your company aligns with one of the largest, most wide-ranging urban redevelopment programs in the country that connects 45 neighborhoods — the Atlanta BeltLine.*

## About Adopt the Atlanta BeltLine

**A partnership** between Park Pride, Trees Atlanta, City of Atlanta Parks and Recreation, the Atlanta BeltLine Partnership and Atlanta BeltLine Inc., the Adopt the Atlanta BeltLine program is our largest volunteer program which provides an opportunity for businesses and community groups to play a direct role in improving and maintaining the Atlanta BeltLine corridor.

**As a sponsor**, you support the management and equipment needs of our adoption program. We are excited to work with partner groups to offer volunteer opportunities within parks and trails along the Atlanta BeltLine. Sponsors can commit to volunteer alone, alongside other businesses and community groups or assist the efforts of existing "Friends of the Park" groups.

**Our Adopt the Atlanta BeltLine environmental stewardship program** depends on the enthusiasm of volunteers, community groups and businesses to improve the appearance, accessibility, and safety of the Atlanta BeltLine Corridor by picking up litter, maintaining greenspace through weeding and invasive plant removal; and reporting maintenance concerns, vandalism, or suspicious activities.

**You can become a sponsor and an adopter!** Sponsors receive recognition for supporting the overall program and adopters are responsible for volunteering on a regular basis to ensure their segment remains safe and clean.



## Who We Are



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, 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

**@ATLANTABELLINE**

**389,000** followers

**114,000** followers

**78,000** fans

**32,000** email subscribers

**Learn more** about us at [atlantabeltline.org](http://atlantabeltline.org)

2020

Atlanta BeltLine Partnership  
**Adopt the Atlanta BeltLine**  
 Sponsorship Opportunities



Atlanta  
 BeltLine  
 Partnership

**Sponsor Levels + Benefits**

Industry exclusivity for gold and presenting levels.

	Presenting	Gold	Silver	Bronze
Adopt webpage	Linked logo	Linked Logo	Logo	Logo
BeltLine Corporate Member webpage	Listing	Listing	Listing	
Adopt the BeltLine recognition in Atlanta BeltLine Center — <i>for year of sponsorship</i>	Multiple areas with logo	Multiple areas with logo	Digital	
Adopt the BeltLine recognition on the corridor as a program sponsor — <i>for year of sponsorship, in development*</i>				
Opportunity to adopt a section of the Atlanta BeltLine with hourly volunteer commitment — <i>unrestricted service days</i>				
Opportunity to participate in other service projects through free All-Call Volunteer Days plus fee-per-attendee collaborations				
Volunteer Clean-Up Day(s) for 25-50 of your company's employees	3 Days	2 Days	1 Day	
A large-scale curated VIP Volunteer Day for up to 125 people				
Free private bus tour for clients or employees				
Presenting sponsor recognition <i>"Presented by [company]" where available.            Up to 4 Presenting Sponsors.</i>				

\* Certain parks and segments may not have signage due to city regulations or timing.

**Sign Up To Sponsor**

Adopting a section requires a staff person for ongoing, self-directed projects with an unrestricted number of service days, and an adopter agreement must be signed.

For additional curated days above those included in the sponsorship, there will be a charge. There will be no charge for additional days that are in coordination with an existing adopter group.

**Please Choose Your Sponsorship Level:**

<b>Presenting \$30,000+</b>	<b>Gold \$10,000</b>	<b>Silver \$5,000</b>	<b>Bronze \$2,500</b>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Company Information:**

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

*I agree to sponsor Adopt the Atlanta BeltLine. 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.