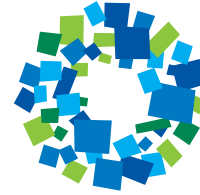


2020

# 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 26, 2020**

Celebrate 11 years of Art on the Atlanta BeltLine!

## About Old Fourth Ward Fall Fest

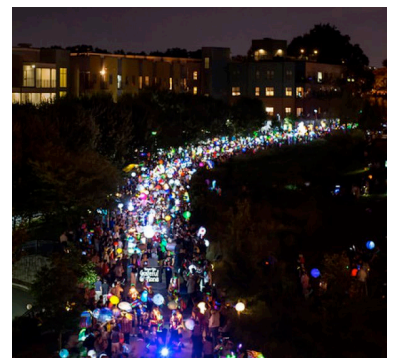
Take advantage of exclusive positioning alongside our celebrated Lantern Parade, the largest lantern parade in North America. Proceeds support public art and the Atlanta BeltLine Partnership's community-based programming.



**Festival Highlights:** Last year's event drew nearly 7,500 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 2019, 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](http://art.beltline.org)



## 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

**@ATLANTABELTLINE**

**389,000** followers

**114,000** followers

**78,000** fans

**32,000** email subscribers

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

**Sponsor Levels + Benefits**

**2020**

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 kits   |             |   | 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:**

|                            |                          |                              |                          |                          |                          |
|----------------------------|--------------------------|------------------------------|--------------------------|--------------------------|--------------------------|
| <b>Presenting \$30,000</b> | <b>VIP Area \$15,000</b> | <b>Lantern Area \$15,000</b> | <b>Gold \$10,000</b>     | <b>Silver \$5,000</b>    | <b>Bronze \$1,500</b>    |
| <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.