Atlanta BeltLine Partnership

Health & Fitness Programming
Sponsorship Opportunities

Promote a healthy and active lifestyle 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 BeltLine Health & Fitness Programming

A connected network of vibrant neighborhoods is fundamental to the vision for the Atlanta BeltLine. The Atlanta BeltLine Partnership has developed a comprehensive health and wellness program to promote active lifestyles and foster healthier outcomes for residents.

The Atlanta BeltLine provides a unique environment to facilitate many of life’s greatest passions, and it is our commitment to make these opportunities available to all, including providing free fitness classes around the Atlanta BeltLine.

As Atlanta’s largest free fitness provider, we provided nearly 500 classes to 5,154 participants throughout the BeltLine corridor in 2019! In 2020, we reimagined the program with online fitness classes, bringing fitness opportunities safely to the community in their homes. Many instructors are offering videos from past live classes and some are putting together new videos. Visit us online at beltline.org/getfit

Your sponsorship keeps 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.

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
384,000 followers
129,000 followers
83,000 fans
30,000 email subscribers

Learn more about us at beltline.org
### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Presenting</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td>BeltLine Branded Fitness Swag Bags</td>
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<td>4</td>
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<td>2</td>
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<tr>
<td>Fitness Webpage</td>
<td>Large Logo</td>
<td>Large Logo</td>
<td>Med Logo</td>
<td>Med Logo</td>
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</tbody>
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- **Opportunity to provide giveaway items** *(should classes resume in-person)*
- **Opportunity to provide a fitness/health related video**
- **Press Release**
- **Recognition on the BeltLine corridor** *(multiple locations)*

### Please Choose Your Sponsorship Level:

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Presenting</td>
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### Company Information:

**Name for Recognition:**

**Address:**

**City** ___________________________ **State** ___________________ **Zip Code** ___________________

**Email:** ___________________________ **Phone** ___________________

**Representative Name:** ___________________________ **Title** ___________________

- **I agree to sponsor the Health & Fitness Programming 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.

**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** ___________________________

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Please send this completed form to:
Atlanta BeltLine Partnership
Attn: Natalie Aiken, Associate Director of 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: natalie@atblp.org or (404) 446-4407.