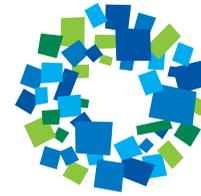


2020

Atlanta BeltLine Partnership Art on the Atlanta BeltLine Lantern Parade Sponsorship Opportunities



Atlanta
BeltLine
Partnership

Help illuminate one of Atlanta's great traditions 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.

SEPTEMBER 26, 2020

Celebrate 11 years of Art on the Atlanta BeltLine!

About The Lantern Parade

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

Your sponsorship helps keep the Atlanta BeltLine vision on track — transforming neighborhoods and making the arts accessible to the Atlanta community.

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

2020

Atlanta BeltLine Partnership

Art on the Atlanta BeltLine Lantern Parade

Sponsorship Opportunities



Atlanta
BeltLine
Partnership

Sponsor Levels + Benefits

	Presenting	Platinum	Gold
Event webpages	Large linked logo	Linked logo	Name
Lantern Parade Brochure	Large Logo	Logo	Logo
Email newsletters	Large logo	Logo	Name
Press release inclusion			
Social media tagging			
Opportunity to distribute your art-first branded lantern* <i>*Must be approved</i>			
Lantern-making workshop kits for 15 people			
Opportunity to have two representatives at the front section of the parade			
Presenting sponsor recognition <i>"Lantern Parade presented by [company]" in all communications and materials. Presenting level includes industry exclusivity, and is additionally limited to max of 4 overall presenting sponsors.</i>			
Please Choose Your Sponsorship Level:	Presenting \$30,000 <input type="checkbox"/>	Platinum \$20,000 <input type="checkbox"/>	Gold \$10,000 <input type="checkbox"/>

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

Sign Up To Sponsor

Company Information:

Name for Recognition _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Representative Name _____ Title _____

I agree to sponsor the Lantern Parade. 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.