



About the Atlanta BeltLine 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.

- **Atlanta BeltLine Bus Tours:** The very best way to learn about the Atlanta BeltLine is to take a ride on one of our narrated bus tours. Ride in comfort as you learn all about the Atlanta BeltLine history, project updates, and long-range plans. Bus tours run every Friday and Saturday morning, but space is limited and seats fill up fast!
 - In 2016, 176 tours provided over 4,000 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 Friday and Saturday morning at 9:30 a.m. Private bus tours are also scheduled throughout the week.
 - The Atlanta BeltLine loop connects 45 neighborhoods in the City of Atlanta, including Inman Park, Ansley Park, and Buckhead, as well as urban development communities in south and west Atlanta.

2017 Atlanta BeltLine Tour Presenting Sponsor Benefits w/bus wrap

3 Months - \$25,000

6 Months - \$45,000

12 Months - \$60,000

- Recognition as title sponsor (Atlanta BeltLine Tours presented by [your company]) in all Atlanta BeltLine Tour communications and materials
- Promotion:
 - logo with link on website
 - Twitter and Facebook
 - media promotion and press releases
 - recognition in e-newsletters
- Tour Benefits:
 - Atlanta BeltLine Bus Tour will be wrapped with your advertising for duration of the sponsorship
 - Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets (minimum 60 participants per week)
 - Opportunity to provide up to 30 seconds of dialogue for tour guides to give during each tour



Bus Tour Programmatic Sponsor (no bus wrap)

Lead Programmatic Sponsor- \$30,000+

- Prominent panel board on Tour Bus with logo and sponsor recognition
- 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
- Lunch & Learn: Atlanta BeltLine 101
- Two free private bus tours for clients or employees
- Invitation for 5 to attend an Atlanta BeltLine event of choice
- Listing on Atlanta BeltLine Corporate Member Page of beltline.org
- Listing in the Atlanta BeltLine Partnership Annual Report
- Recognition in Eastside Trail Visitors Center for year of sponsorship

Gold- \$15,000 - \$30,000

- Name listing on panel board in Tour 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
- Lunch & Learn: Atlanta BeltLine 101
- 1 free private bus tour for clients or employees
- Invitation for 3 to attend an Atlanta BeltLine event of choice
- Listing on Atlanta BeltLine Corporate Member Page of beltline.org
- Listing in the Atlanta BeltLine Partnership Annual Report
- Recognition in Eastside Trail Visitors Center for year of sponsorship

Silver - \$10,000

- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Logo on Bus tour web site
- Lunch & Learn: Atlanta BeltLine 101
- 1 free private bus tour for clients or employees
- Listing on Atlanta BeltLine Corporate Member Page of beltline.org
- Listing in the Atlanta BeltLine Partnership Annual Report

Bronze- \$5,000

- Opportunity to place a collateral piece in Atlanta BeltLine Tour Packets
- Name listing on Bus tour web site
- Lunch & Learn: Atlanta BeltLine 101

