

ATLANTA TRACK CLUB
ATLANTA BELTLINE PARTNERSHIP



Atlanta BeltLine

RACE SERIES

PRESENTED BY:
RESURGENS
ORTHOPAEDICS

Atlanta BeltLine Race Series 2024 Sponsorship Opportunities



NORTHSIDE BELTLINE 3K- 5K • APRIL 20, 2024

WESTSIDE BELTLINE 5K- 8K • July 20, 2024

EASTSIDE BELTLINE 3K- 10K • November 9, 2024



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2024 SPONSOR LEVELS & BENEFITS

Presenting Platinum Gold Silver Bronze

Brand Awareness					
Event web pages	Linked Logo	Linked Logo	Linked Logo	Logo	Logo
Poster, flyers, emails	Logo	Logo	Logo	Logo	Logo
Race day signs, banners	Logo	Logo	Logo	Logo	Logo
Yard signs on trail	Presenting sponsor	N/A	N/A	N/A	N/A
Logo presence on start and finish towers	Prominent Logo	Logo	Logo	Logo	Logo
Logo presence on banners on run in and run out of start and finish lines	Prominent Logo	Logo	Logo	Logo	Logo
Race day t-shirt	Presenting sponsor	Logo	Logo	Logo	Logo
Co-Branding in all marketing of events	Presenting sponsor logo	N/A	N/A	N/A	N/A
Social media tagging, press release inclusion					
Opportunity for banner ad in emails to participants				N/A	N/A
Verbal recognition during event program					
If available, local media opportunities		N/A	N/A	N/A	N/A
Brand Activation					
10x10 Exhibitor Space Tables or tent available upon request	Tent or table with premium placement	Tent or table	Tent or table	Tent or table	Tent or table
Employee Engagement					
Complimentary runner registration per race	25	20	15	10	5
Free warm-up clinic		N/A	N/A	N/A	N/A
Please Choose Your Sponsorship Level:	N/A	\$50,000	\$35,000	\$25,000	\$10,000
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Print deadlines for posters, fliers, t-shirts, yard signs is 6 weeks prior to race day.

