2022 Atlanta BeltLine Partnership Race Series
Sponsorship Opportunities

Promote a healthy and active lifestyle and partner with one of the largest, most wide-ranging urban redevelopment programs in the country, which connects 45 neighborhoods – the Atlanta BeltLine.

OUR RACE SERIES IS BACK!
We’re thrilled to announce our new partnership with the Atlanta Track Club. Together we will be hosting the Atlanta BeltLine Race Series in 2022. Join us as we get back out on the BeltLine!

SPRING 2022 // NORTHSIDE 3K - 5K // Sponsorship Benefits Closed
On April 23, 2022 our first race in the series will showcase the Northside Trail at Tanyard Creek, a connector for two existing Atlanta BeltLine trails!

SUMMER 2022 // WESTSIDE 5K - 8K
Our July 16, 2022 race follows the Westside Trail Corridor and takes participants through the oldest neighborhood in Atlanta, West End.

WINTER 2022 // EASTSIDE 3K - 10K
November 12, 2022 is the biggest race in the Atlanta BeltLine Race Series, and showcases the Eastside Trail Corridor and Piedmont Park.

About Atlanta BeltLine Race Series

More than 21,000 people have participated in the family-friendly Atlanta BeltLine Race Series over the past 12 years. An integral part of the Atlanta BeltLine Partnership’s health and fitness programming, the race series’ hundreds of teams and thousands of participants help us raise funds for the BeltLine.

Your sponsorship in an important part of keeping 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

The Atlanta BeltLine Partnership (ABP) provides the collaborative platform for advancing the Atlanta BeltLine project. ABP enables the project by raising money from the private and philanthropic sectors; 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) manages the implementation and execution of the Atlanta Beltline. 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 BeltLine components.

Our Reach

@ATLANTABELTLINE
379,600 followers
138,000 followers
87,000 fans
30,000 email subscribers

Learn more about us at beltline.org
# Atlanta BeltLine Partnership

## Race Series

### Sponsorship Opportunities

**2022**

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<thead>
<tr>
<th>Sponsor Levels + Benefits</th>
<th>Presenting</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event web pages</td>
<td>Linked Logo</td>
<td>Linked Logo</td>
<td>Logo</td>
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<td>Posters, flyers, emails</td>
<td>Logo</td>
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<tr>
<td>Race day signs, banners</td>
<td>Logo</td>
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<tr>
<td>Race day t-shirts</td>
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<td>10x10 Exhibitor space</td>
<td>Tent or table with premium placement</td>
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<tr>
<td>Logo presence on start and finish towers</td>
<td>Prominent logo</td>
<td>Logo</td>
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<tr>
<td>Logo presence on banners on run in and run out of start and finish lines</td>
<td>Prominent logo</td>
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<tr>
<td>Yard signs on the trail</td>
<td>Large logo</td>
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<td>Complimentary runner registration per race</td>
<td>20</td>
<td>15</td>
<td>10</td>
<td>5</td>
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<tr>
<td>Co-branding in all marketing of events</td>
<td>Presenting sponsor recognition with logo</td>
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<td>Social media tagging, press release inclusion</td>
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<td>Opportunity for banner ad in emails to participants</td>
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<td>Verbal recognition during event program</td>
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<td>Free warm-up clinic</td>
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<td>If available, local media opportunities</td>
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### Please Choose Your Sponsorship Level:

- **Presenting ($70,000)**
- **Platinum ($40,000)**
- **Gold ($20,000)**
- **Silver ($8,000)**

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Print deadlines for posters, fliers, t-shirts, yard signs are one month prior to race day.
Company Information:
Name for Recognition ________________________________________________________
Address ____________________________________________________________________
City ___________________________ State ___________ Zip Code ____________________
Email ___________________________________________________ Phone __________________
Representative Name _______________________________________________ Title ________

I agree to sponsor Atlanta BeltLine Race 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 __________________________

Please send this completed form to:
Atlanta BeltLine Partnership
Attn: Development
970 Jefferson St. NW, Suite 4
Atlanta, GA 30318

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: development@atiblp.org or (404)446-4404.