

EAST
ATLANTA



2018

SPONSORSHIP GUIDE



EAV STRUT SPONSORSHIP GUIDE

The Strut will be Saturday, September 22.
Contact EAVStrutSponsor@gmail.com

THE STRUT IS A DAYLONG CELEBRATION OF COMMUNITY, FRIENDS AND BUSINESS PARTNERS

ART

The Strut features community murals that bring beauty to graffiti-covered walls. The Strut market highlights local artists.



GAMES

A variety of carnival games, a kids' village, and adult fun like giant big wheels & a mechanical bull to challenge your friends.

MUSIC

East Atlanta is home to many musicians and the Strut is their time to shine. There were 20+ bands on three stages at the 2017 Strut.



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The Strut is a 501(c)(3) that promotes EAV as a great place to live, work & play.
Contact EAVStrutSponsor@gmail.com

THE STRUT IS A DAYLONG CELEBRATION OF COMMUNITY, FRIENDS AND BUSINESS PARTNERS



THE PARADE

1000s line the streets of EAV. The parade includes floats, business partners, drag queens, families with strollers, & more. More than 40 groups and 1,000 people participate.

FOOD + DRINK

Local bars, restaurants and food trucks provide amazing drinks & eats.



COMMUNITY

More than 10,000 people come together for a neighborhood celebration. The Strut is run entirely by volunteers – more than 200 of them.

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Saturday, September 22, 2018 | 11 a.m. to 9 p.m.
Contact EAVStrutSponsor@gmail.com

THE STRUT IS A SHARED CELEBRATION OF OUR UNIQUE EAST ATLANTA COMMUNITY



People from all over Atlanta attend Strut. East Atlanta is a neighborhood of over 13,000 households split between singles and families. 43% of our residents are millennials. East Atlanta has an average home price of \$263,200, a 12.2% one-year increase (Zillow). 86% of our abodes are Single Family Homes. Scout's Home Investment Security Trend for EAV is a 5 out of 5 "Blue Chip" designation. Three-Year EAV Home Value Forecast is for 29% appreciation.

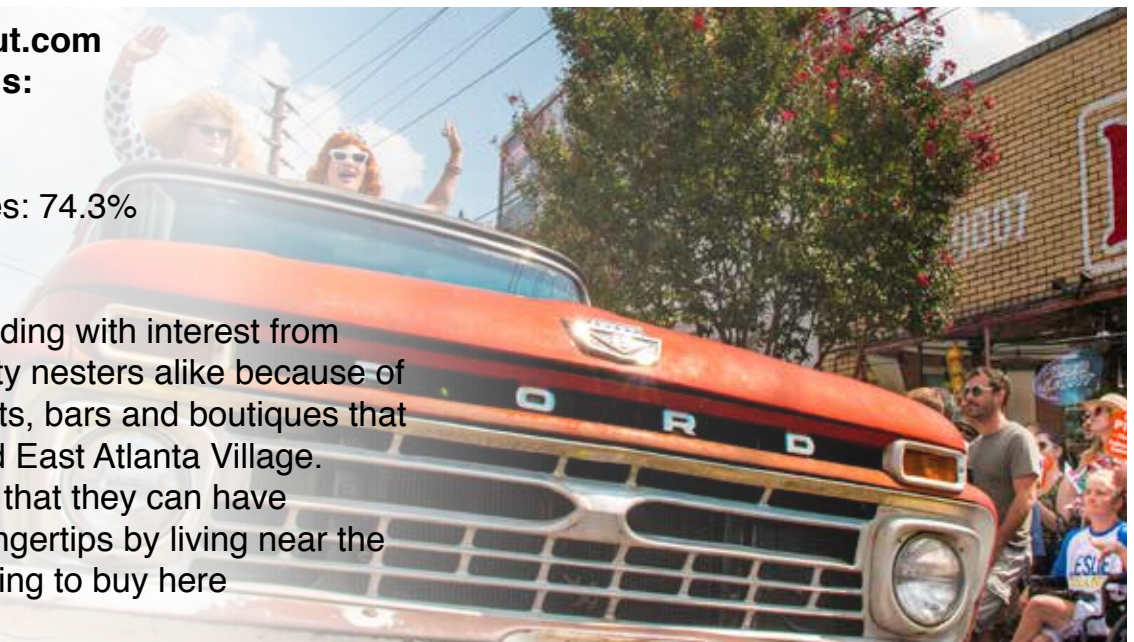
Redfin Real Estate named East Atlanta one of the USA's 10 hottest neighborhoods of 2015. EAV was named Atlanta Neighborhood of the Year by the Curbed Cup in 2017.

NeighborhoodScout.com

2016 Lifestyle ratings:

- Hip/Trendy: 91.6%
- Walkable: 74%
- Urban Sophisticates: 74.3%
- Gay Friendly: 97%

East Atlanta is exploding with interest from millennials and empty nesters alike because of the trendy restaurants, bars and boutiques that can be found around East Atlanta Village. Buyers are realizing that they can have everything at their fingertips by living near the city and are scrambling to buy here before prices rise.



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The Strut supports neighborhood schools and nonprofits.
Contact EAVStrutSponsor@gmail.com

**BE THE STRUT:
TOP-LEVEL SPONSORS**

PUT YOUR NAME ON...

A MUSIC STAGE



A CARNIVAL GAME OR OUR KIDS' AREA



A PARADE FLOAT

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The Strut welcomes donations of any size. Click the donate button at eastatlantastrut.com or contact EAVStrutSponsor@gmail.com

Locals can get their logo on the T-shirt for an additional \$250. Names of East Atlanta Village bars and restaurants that sponsor at the \$500 level will appear at the bottom of the Strut T-shirt as "Participating Sponsors." East Atlanta Village bars and restaurants that sponsor at levels above \$500 will receive the benefits of those levels

MARATHON SPONSOR \$5,000

- Official Event Sponsor
- Company Logo on All Banners at entrances to East Atlanta
- Company Logo in Print, Social Media, Online Advertising
- Company Logo on Strut T-shirts and Posters
- Booth Space
- Parade Entry for business and employees
- 20 VIP Packets

SPRINT SPONSOR \$3,000

- Company Logo on Banners inside East Atlanta
- Company Logo in Print, Social Media, Online Advertising
- Company Logo on Strut T-shirts and Posters
- Booth Space
- Parade Entry for business and employees
- 10 VIP Packets.

JOG SPONSOR \$1,500

- Company Logo in Porch Press Ad
- Company Logo on Strut T-shirts and Poster
- Company Logo on Website
- Booth Space
- Parade Entry
- 5 VIP Packets

SAUNTER SPONSOR \$750

- Company Logo on Strut T-shirts
- Company Logo on Website
- Booth Space
- Parade Entry
- 2 VIP Packets

STROLL SPONSOR \$500

- Company Logo on Website
- Booth Space
- Parade Entry

STRUT LOCAL \$250

- Reserved for 30316 ZIP code Businesses, Nonprofits or Individuals
- Booth Space
- Parade Entry
- Company Logo on Website

**VIP PACKETS EACH INCLUDE A FREE WRISTBAND, 5 BEER TICKETS,
2 STRUT SOUVENIRS AND 1 STRUT T-SHIRT**

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In 2017 The EAV Strut gave over \$25,000 to local causes.
Contact EAVStrutSponsor@gmail.com

\$6,000 To Neighbor in Need

\$6,000 Band instruments Jackson cluster elementary schools

\$1,000 EACH to:
Farmers Market Musicians
Sylvester Cemetery
EAV Library
Scholarships to a local student
Summer Camp Scholarship for EA Kids Club
Summer Camp Scholarship for YMCA
Baltimore band
East Atlanta Planter Project
Jackson High Chorus and Band
Atlanta Beagle Rescue
Lifeline
Branan Towers Resident Activity Fund

\$500 To Doppler Projects for popup gallery at the Strut

\$500 To Flatiron Muralist

\$350 To Bike coral BPA 5th grade

\$300 To Banner Artists

\$250 To Maynard Jackson PTSA

