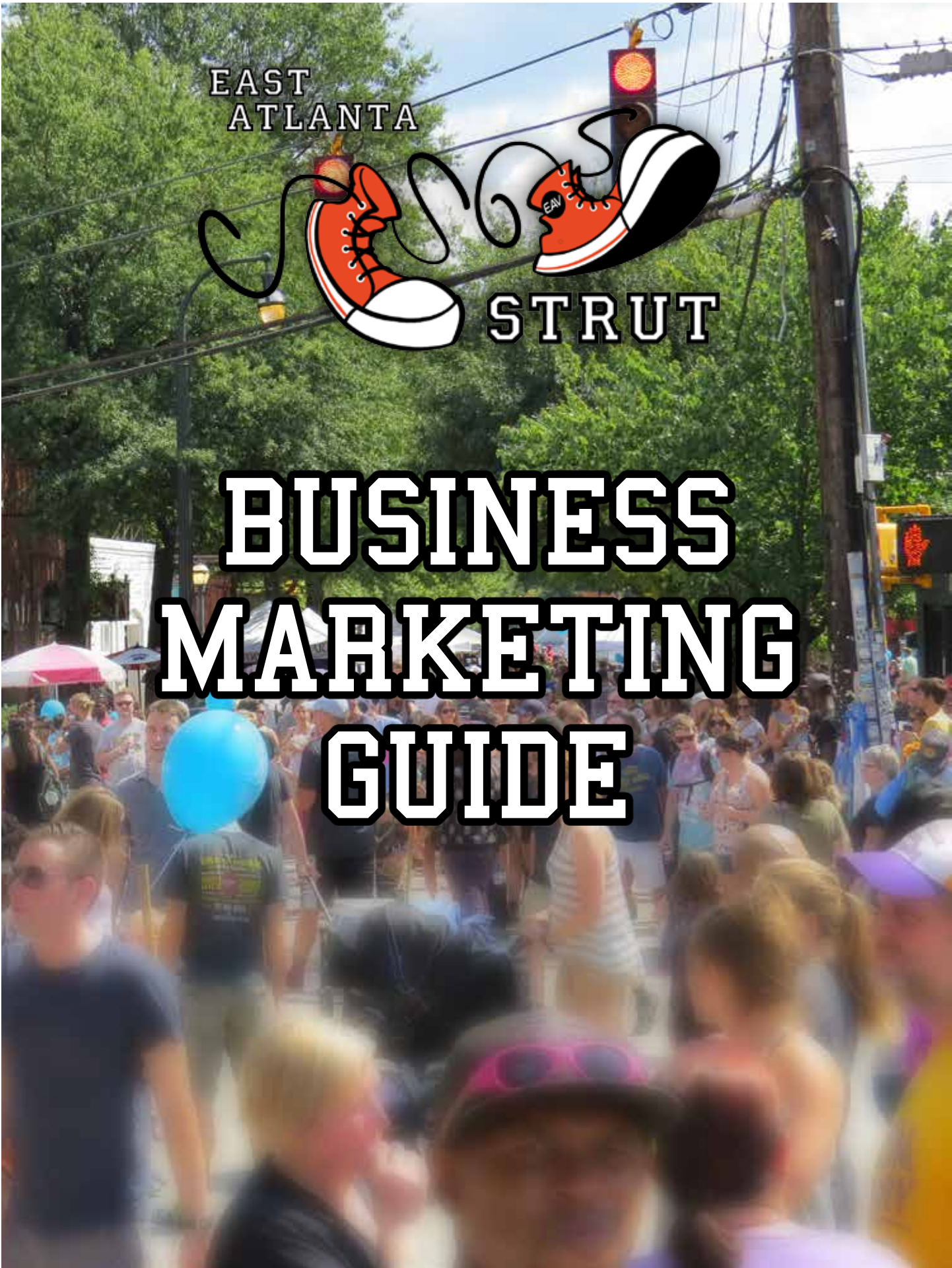


EAST
ATLANTA



BUSINESS MARKETING GUIDE



EAV STRUT MARKETING GUIDE

The Strut supports neighborhood schools and nonprofits.
Contact marketing@eastatlantastrut.com

MAKE THE MOST OF EAV STRUT FOR YOUR BUSINESS

YOU WILL HAVE OVER 10,000
POTENTIAL NEW CUSTOMERS
WITH EYES ON YOUR BUSINESS ON
STRUT DAY...



...LEARN HOW TO USE
MARKETING TO
CONVERT STRUTTERS
TO LOYAL CUSTOMERS

EAV STRUT MARKETING GUIDE

Saturday, September 22, 2017 | 11 a.m. to 9 p.m.
Contact marketing@eastatlantastrut.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. Average household income is \$58,500 – a 28% increase since 2000 – and average net worth is \$425,500. Burgess Peterson Elementary School has a Great Schools Rating of eight out of 10. East Atlanta has an average home price of \$252,000, a 14.8% increase in the past year (Zillow, 2016).

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: 64.6%
- 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.



EAV STRUT MARKETING GUIDE

The 20th Strut will be Saturday, September 22.
Contact marketing@eastatlantastrut.com

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

1. PLAN FOR CROWDS

With over 10,000 attendees at Strut, your business is likely to be crowded no matter what. Restaurants/Bars: Consider planning a limited menu & staffing extra people to meet needs.

Make sure you are serving alcohol to those wearing wristbands or checking IDs. Wristbands allow attendees to walk around with their drinks.



2 ADVERTISE ON THE ST.

Print business cards or flyers or offer free samples to draw people into your business or stay connected with potential customers/clients. Consider doing a demonstration of your product/service outside to get people interested. Make sure to have people sign up for a mailing list so you can stay in touch.



3. OFFER SPECIALS.

And make sure those specials are seen! Signage can be key when people are deciding where to go. Promote your specials in conjunction with Strut on Social Media. If you are having an event, create an event page & add us as a cohost.



EAV STRUT MARKETING GUIDE

The Strut is a 501(c)(3) that promotes East Atlanta as a great place to live, work & play. Contact marketing@eastatlantastrut.com

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

69 People Talking About This

3,186 People Checked In Here

4,287 Total Page Likes

4. USE SOCIAL MEDIA

Strut has over 5000 followers on social media, and almost 100% of attendees said they saw something about Strut on social media. We make special mention of our top sponsors across all accounts. Advertising Strut in conjunction with any specials or special events you are running keeps your business on attendee's minds. Consider paying to boost your advertising.

5. PROMOTE STRUT.

EAVans love to see a business support the neighborhood + you'll be letting your customers know about any inconveniences that may occur (such as parking). Offer specials for the day after Strut to get new customers back in. Get your business name in advertisements, T-Shirts, on a float, music stage, carnival game & more by becoming a Strut Sponsor.



5. BE COOL.

We know the Strut can be stressful on our local businesses, but EAV residents (your regulars) appreciate businesses that support the Strut as well. The Strut is an opportunity for guests to fall in love with our neighborhood, & that means more \$\$\$ for your business. It's also an opportunity for locals to become regulars. Have fun with it, get to know your neighbors & people will come back.

EAV STRUT MARKETING GUIDE

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

BE THE STRUT: BECOME A SPONSOR TO KEEP YOUR BUSINESS ON ATTENDEES' MINDS ALL DAY

MARATHON SPONSOR \$5,000

- 20 VIP Passes: VIP tent with food and beverages
- 20 Strut T-shirts
- Signage placement at multiple festival locations
- Company recognition from all music stages
- Company logo in ads: print, online, and radio
- Company logo on Strut T-shirts, posters, and website
- Parade entry for you and your employees
- Booth space

SPRINT SPONSOR \$2,500

- 10 VIP passes: VIP tent with food and beverages
- 10 Strut T-shirts
- Company recognition from one music stage
- Company logo in all ads: print, online, and radio
- Company logo on Strut T-shirts, posters, and website
- Parade entry for you and your employees
- Booth space

JOG SPONSOR \$1,000

- 4 VIP passes: VIP tent with food and beverages
- 4 Strut T-shirts
- Company name in Porch Press ads
- Company logo on Strut T-shirt, poster, and website
- Parade entry
- Booth space

SAUNTER SPONSOR \$500

- 2 VIP passes: VIP tent with food and beverages
- 2 Strut T-shirts
- Company logo on Strut T-shirt and website
- Parade entry
- Booth space

STROLL SPONSOR \$250

- Parade entry
- Booth space
- Company logo with link on Strut website