

EAST ATLA NTA STRUT



SPONSORSHIP GUIDE

Sept. 24, 2022

ABOUT THE STRUT

When the pandemic hit, the Strut regrouped. We took the festival to the streets -- all the streets in the neighborhood. We liked how it worked, and so we stuck with it, and now we have an annual festival that includes not only our thriving business district but also all our East Atlanta neighbors, who offer their driveways, yards and porches for bands, aerial artists, vendors, games and crazy contests you'll find only at the Strut. We adapted our famous parade into surprise appearances of giant puppets, classic cars and bands on boats rolling through the streets. We added hop-on/hop-off transportation to the neighborhood hot spots to help visitors find the fun. Besides our devoted volunteers, your sponsorship is what makes it all happen. And now we've added a spring event, too! Read on to see how the East Atlanta Strut can highlight your business.

Contact sponsorship@eastatlantastrut.com



A photograph of a cemetery. In the foreground, there is a large, low stone wall. Behind the wall, several tombstones are visible, including a prominent upright one. The background is filled with a dense forest of tall trees. The foreground is also filled with vibrant red and white flowers, likely azaleas, which are in full bloom. The scene is captured in bright daylight, with sunlight filtering through the trees.

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ABOUT EAST ATLANTA

East Atlanta is a diverse in-town neighborhood filled with street art and local characters. The laid-back neighborhood is set in a walkable pocket of the city that boasts a small-town feel with all the benefits of a major city. Thanks to our award-winning public schools and nationally known restaurants, bars and music venues, East Atlanta's appeal spans multiple demographics. The neighborhood has a diverse population, and residents put an emphasis on community spirit.



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WE ARE A
DESTINATION,
NOT A
DIRECTION

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You might recognize our little village from many Hollywood movies and shows. The neighborhood features many independent businesses, restaurants and historic houses that make it a darling for filmmakers. East Atlanta continues to explode with interest from millennials and empty nesters as demand increases for walkable neighborhoods close to downtown. The median home value is projected to appreciate at a faster rate than across the rest of the region.

NEIGHBORHOOD BY THE NUMBERS

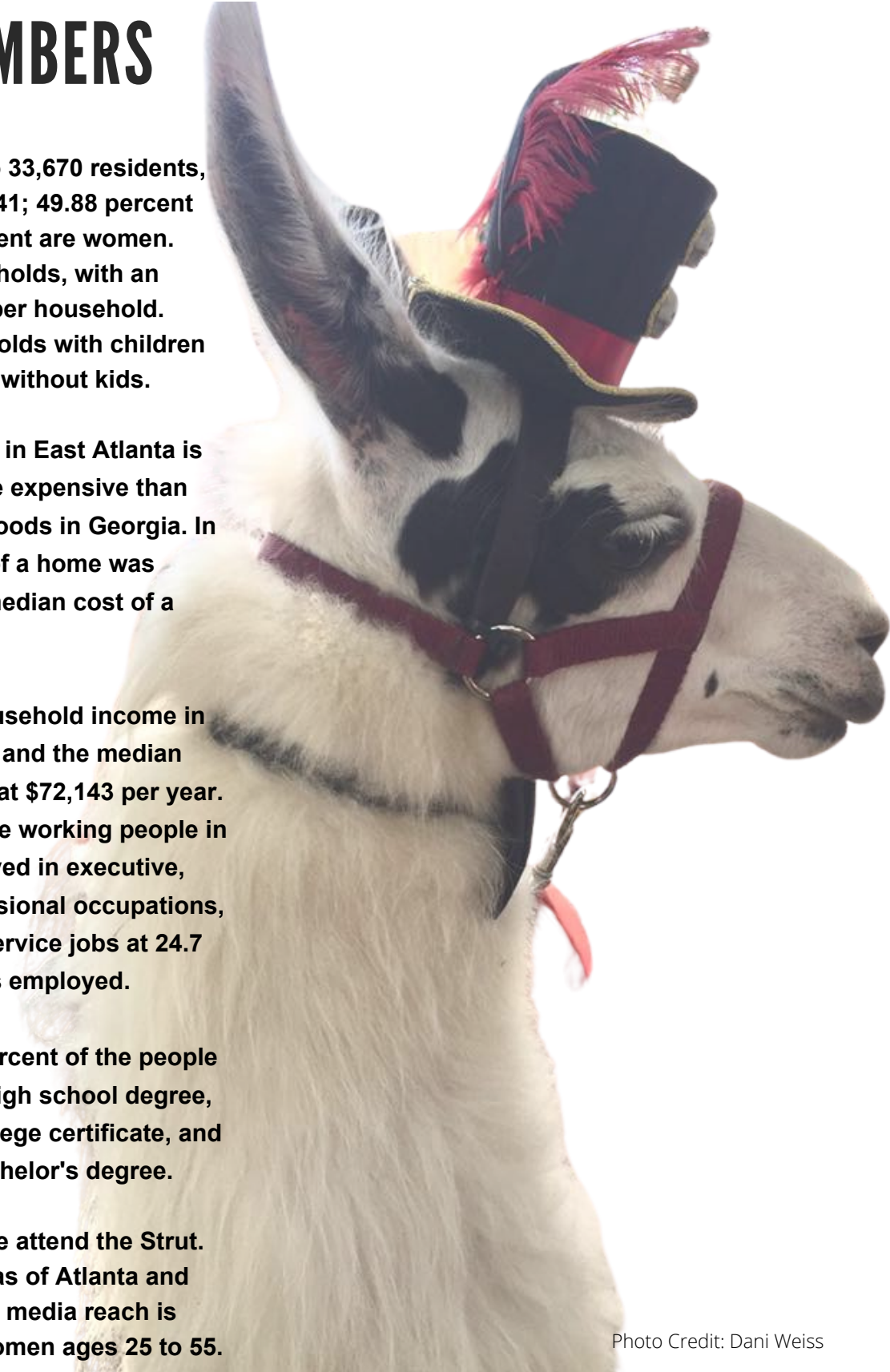
East Atlanta is home to 33,670 residents, with an average age of 41; 49.88 percent are men and 50.12 percent are women. There are 13,399 households, with an average of two people per household. There are 3,119 households with children and 10,280 households without kids.

The median home price in East Atlanta is \$495,000, which is more expensive than 87.6% of the neighborhoods in Georgia. In 2017, the median cost of a home was \$335,000. In 2021, the median cost of a home was \$470,000.

The average annual household income in East Atlanta is \$99,936, and the median household income sits at \$72,143 per year. Fifty-eight percent of the working people in East Atlanta are employed in executive, management, or professional occupations, with sales, retail, and service jobs at 24.7 percent of the residents employed.

Approximately 32.44 percent of the people in East Atlanta hold a high school degree, 16.9 percent have a college certificate, and 25.8 percent have a bachelor's degree.

More than 10,000 people attend the Strut. They come from all areas of Atlanta and OTP. The Strut's social media reach is strong with men and women ages 25 to 55.



DRINK BEER, DO GOOD

When you sponsor the East Atlanta Strut, you not only help put on a great party, you help local charities and kids. Funds that remain after our expenses go to local schools and small nonprofits without a ready source of funding. Grant recipients include school arts programs, PAWS Atlanta, Fire Station 13, the Friends of the East Atlanta Library, Sheltering Arms Preschool, the historic Sylvester Cemetery, Neighbor In Need and the East Atlanta Kids Club. We also support beautification projects in the East Atlanta business district, including new trash cans and commissioned murals. The Strut is a 501c organization and has tax-exempt status.

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WE LOOK
FORWARD TO
THIS EVERY
YEAR!

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PUSHING UP DAISIES SPONSORSHIPS

ADDITIONAL BONUS TO STRUT SPONSORS

All sponsors at \$1,000 or above that sign-up by March 16, 2022, receive sponsorship for the Pushing Up Daisies Garden Tour and the Strut as a bonus: two events for the price of one! Secure your place today.

Azalea \$500

- Corporate logo on event advertisements
- Mentions in advertising
- Opportunity to distribute pre-approved sample items
- Feature in all marketing materials for the tour, including posters and event banners
- Social media mentions
- Your sign displayed at 1 garden

Orchid \$5,000

- Corporate logo at top of event promotion materials
- Opportunity to distribute pre-approved sample items
- Stage sponsor
- Feature in all marketing for the tour, including posters, event banners and tour email blasts
- Corporate logo on the tour sponsorship page, with a link to the sponsor site
- Social media mentions
- Your sign displayed at 5 gardens

Rose \$1,000

- Corporate logo on event promotion materials
- Opportunity to distribute pre-approved sample items
- Feature in all print marketing materials for the tour, including posters, event banners and tour email blasts
- Corporate logo on the tour sponsorship page, with a link to the sponsor site
- Social media mentions
- Your sign displayed at 2 gardens

Daisy \$250

- Corporate logo on tour sponsorship page, with a link to the sponsor site
- Opportunity to distribute pre-approved sample items
- Social media mentions

STRUT SPONSORSHIP OPTIONS

Presenting Sponsor

\$10,000

You will be the top named sponsor of the East Atlanta Strut! You will receive:

- Signage/banner opportunities
- Category exclusivity
- Corporate logo on event advertisements
- Mentions in advertising
- 20 coveted Strut tees
- Opportunity to distribute pre-approved sample items
- Feature in all print marketing materials for the Strut, including print advertising, posters, event banners and shirts
- Corporate logo on Strut email blasts
- Corporate logo on the Strut sponsorship page, with a link to the sponsor site
- Strut social media mentions
- Four 15-second spots per hour on a traveling video truck
- Golf cart and driver on Strut day
- Booth space at Strut beer garden



Marathon Sponsor

\$5,000

- Signage/banner opportunities
- Mentions in advertising
- 10 coveted Strut tees
- Opportunity to distribute pre-approved sample items
- Feature in all print marketing materials for the Strut, including print advertising, posters, event banners and shirts
- Corporate logo on Strut email blasts
- Strut social media mentions
- Two 15-second spots per hour on a traveling video truck
- Your name on a Strut golf cart
- Booth space at Strut beer garden

Sprint Sponsor

\$1,000

- Signage/banner opportunities
- Mentions in advertising
- 5 coveted Strut tees
- Feature in all print marketing materials for the Strut, including print advertising, posters, event banners and shirts
- Strut social media mentions
- One 15-second spot per hour on a traveling video truck
- Booth space at Strut beer garden (limited number available; first to sponsor, first served)

Jog Sponsor

\$500

- Mentions in some advertising
- Strut social media mentions
- Your name on a Strut contest (limited number available)

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SPONSORING
THE STRUT IS
GREAT FOR
OUR
BUSINESS!

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A LA CARTE ADD-ONS

Six 15-second spots on the video truck: \$500

Quarter-page ad in printed Strut Guide: \$250

Half-page ad in printed Strut Guide: \$150

Ad on letter-size fliers that are hand-delivered to 3,000 neighborhood homes in August and again in September: half-page \$1,000, quarter-page \$500

Roll Through the Strut classic car show: \$100

Additional tees: \$15 each

Sponsor a golf cart: \$325

Back of the video truck ad: \$1,000

CONTACT US

For further information or to customize a plan that works for you, contact:

sponsorship@eastatlantastrut.com

NOTE: Package benefits may vary based upon availability at time of contract date.