



SPONSORSHIP GUIDE

Sponsor Atlanta's Hottest Parade And Porchfest!

Saturday, September 23
Noon to 6 p.m.

**Scan the code to sign up.
Or contact:**



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WWW.EASTATLANTASTRUT.COM

About The Strut

The Strut began in 1998 as a small parade through the East Atlanta business district. It promoted the neighborhood and raised funds for a neighborhood nonprofit.

The Strut has evolved into a Parade and Porchfest, an annual festival that includes not only our thriving business district, but also our neighborhood park and 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.

The parade kicks off the day with with entertainment that ranges from kids in strollers to Queens in truck beds. Then the fun spreads to multiple neighborhood hot spots.

And this many years later, it's still about promoting the neighborhood and giving back to local nonprofits. Besides our devoted volunteers, your sponsorship is what makes it all happen.

About East Atlanta

East Atlanta is an in-town neighborhood filled with street art and local characters. The laid-back neighborhood is 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.

You might recognize our little village from many Hollywood movies and shows. EAV 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 faster than across the rest of the region.



Photo Credit: Dani Weiss

Sponsorship Levels

Your \$\$ bring you rewards, and help the Strut give back to the neighborhood.



Presenting Sponsor

\$10,000

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

- Signage/banner opportunities
- 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
- Booth space at Strut headquarters

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
- Booth space at Strut headquarters

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
- Booth space at Strut headquarters (limited availability; first to sponsor, first served)

Jog Sponsor

\$500

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

Love-your-SEO-reach sponsor

\$250 Logo and link on Strut website for 1 year.

A la carte

- 3x8 ad in printed Strut Guide: **\$250**
- 3x4 ad in printed Strut Guide: **\$150**

Ad on letter-size fliers that are hand-delivered to 3,000 neighborhood homes in late-August/early September:
half-page **\$500**, quarter-page **\$250**

Deadlines **July 15** is the last day to get on the first print ad. **August 15** is the last day to get on other ads associated with your level. **August 20** is the last day to get on the Strut poster and T-shirt. September 1 is the last day to get on event banners and the printed event map. **We need a hi-res version of your logo with a transparent background.**

WWW.EASTATLANTASTRUT.COM

East Atlanta By The Numbers

East Atlanta is home to 34,810 residents, with a median age of 36; 49.85 percent are women and 50.15 percent are men.

There are 14,768 households, with about a 50/50 split between family and non-family households. Households with children make up 20 percent and nearly 80 percent don't have kids.

Of the 14,768 occupied housing units in East Atlanta, 62 percent are owner-occupied, while 38 percent are rented.

Properties bought with mortgages account for 74 percent of the units, and the median value of a home with a mortgage is \$342,500. In general, housing costs reach \$1,437 per month in East Atlanta.

The average annual household income in East Atlanta is \$110,647, while the median household income sits at \$82,645 per year. Residents aged 25 to 44 earn \$108,447, while those between 45 and 64 years old have a median wage of \$85,126. In contrast, people younger than 25 and those older than 65 earn less, at \$33,500 and \$38,009, respectively.

Twenty-eight percent of the population in East Atlanta holds a high school degree, 14 percent have attained a college certificate, and 29 percent have a bachelor's degree.



Photo Credit: Dani Weiss

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 Strut, you not only help put on a great party, you help local charities and kids. Funds that remain after our expenses go to schools and 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, homeless outreach organizations, 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 501c3 organization and has tax-exempt status.