



SPONSORSHIP GUIDE

**Put your business in front of
more than 20,000 eyes!**

Sponsor the EAV Strut
Saturday, September 28
Noon to 6 p.m.

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



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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 local nonprofit.

Now, the Strut has evolved into a parade and festival that showcases businesses, the local park, and residents' creativity throughout the neighborhood. And 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.

The Strut energizes East Atlanta - known for its nightlife - on the afternoon of the fourth Saturday in September. According to cellphone data, **12.3K people visited EAV on Strut Saturday in 2023, compared with 6.7K** on a sunny Saturday two weeks earlier.

East Atlanta continues to explode with interest from millennials and empty nesters as demand increases for walkable neighborhoods close to downtown. The **median value of a home with a mortgage is \$342,500.**

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 has a high school degree, 14% have a college certificate, and 29% have a bachelor's degree.

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 help put on a great party, and you also help local charities, with an emphasis on those doing outreach to our unhoused neighbors. We make grants to small nonprofits that don't have a staff of grant writers. Recipients include programs that help with emergency support for the unhoused, that mentor children, that keep our elderly neighbors in their homes, that support our schools, fire station and library - and even programs that help our neighborhood pets in need. We also support beautification projects in the East Atlanta business district, including new trash cans and murals. As a 501(c)(3), the Strut has tax-exempt status.



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

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

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 (limited availability; first to sponsor, first served)

Jog Sponsor

\$500

- Mentions in some advertising
- Strut social media mentions
- Booth space (limited availability; first to sponsor, first served)

A la carte

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

Love-your-SEO-reach sponsor

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

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.**