



SPONSORSHIP GUIDE

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

Sponsor the EAV Strut  
Saturday, September 27  
Noon to 6 p.m.



[sponsorship@eastatlantastrut.com](mailto:sponsorship@eastatlantastrut.com)



## ABOUT THE STRUT

**Saturday, September 27, 2025**

**Noon to 6 p.m.**

[WWW.EASTATLANTASTRUT.COM](http://WWW.EASTATLANTASTRUT.COM)

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

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, 12,300 people visited EAV on Strut Saturday in 2023, compared with 6,700 on a sunny Saturday two weeks earlier.

## About East Atlanta

East Atlanta is seeing increased interest from millennials and empty nesters as demand rises for walkable neighborhoods close to downtown. The median value of a home sold in 2024 is \$456,125, with 77% having a mortgage, and nearly 23% without.

The number of residents is 34,040, an increase of 3.8% year over year. The population is approximately evenly split between males and females. The median age is 36, slightly lower than last year.

There are 15,614 households, with an average of 2 persons per household. Among these, there are 3,052 households with children and 12,562 households without children.

The average annual household income in East Atlanta is \$134,543, with a median of \$96,491. Residents aged 25-44 earn \$119,283, those aged 45-64 earn \$102,069, and those over 65 earn \$41,654. People younger than 25 earn



\$33,500, while those older than 65 earn \$38,009. Education-wise, 31.39% have a bachelor's degree, 21.68% hold a graduate degree, 23% have a high school diploma, and 15.25% possess a college certificate. The Strut's social media engages men and women aged 25 to 55.



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## Presenting Sponsor \$10,000

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

- Signage/banner opportunities.
- Corporate logo featured on street-pole banners in East Atlanta Village for 3 weeks before the Strut and on Strut day.
- 20 coveted Strut tees.
- Opportunity to distribute pre-approved sample items.
- At top of all print marketing materials for the Strut, including print advertising, posters, event banners and shirts.
- Corporate logo on Strut email blasts.
- Credited on the Strut website as presenting sponsor, with your corporate logo linking to your website
- March or ride in the Strut Parade.
- Booth space in prime foot-traffic area.

## Marathon Sponsor \$5,000

- Mentions in advertising.
- 10 coveted Strut tees.
- Opportunity to distribute pre-approved sample items.
- Feature in 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.

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## Sprint Sponsor \$1,000

- Free entry in the Strut Parade.
- Signage/banner opportunities.
- 5 coveted Strut tees.
- Your logo on print advertising, event poster, event T-shirt, and Strut website.
- Strut social media mention.
- Booth space (limited availability; first to sponsor, first served).

## Jog Sponsor \$500

- Strut social media mentions.
- Booth space (limited availability; first to sponsor, first served).



Your sponsorship of the Strut, a 501(c)3, is tax deductible. The Strut is run completely by volunteers and puts all profits back into the East Atlanta neighborhood.

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