

2022

Atlanta BeltLine Partnership Art on the Atlanta BeltLine Lantern Parade Sponsorship Opportunities



Atlanta
BeltLine
Partnership

Help illuminate one of Atlanta's great traditions and partner with one of the largest, most wide-ranging urban redevelopment programs in the country—the Atlanta BeltLine.

May 21, 2022

Celebrate the 11th year of the Atlanta Beltline Lantern Parade—and the first time it will be held on the Westside Trail!

About the Lantern Parade

The **Lantern Parade**—created by and featuring Chantelle Rytter and the Krewe of the Grateful Gluttons—will be back in 2022! This free participatory celebration brings people from near and far together to create an artistic experience like no other around the Atlanta BeltLine.

All are invited to make a lantern and walk with the Krewe's 25 giant lantern puppets and marching bands to illuminate the Westside Trail for the first time. The Lantern Parade debuted in 2010 and has been growing ever since. In 2019, the 10th Atlanta BeltLine Lantern Parade brought more than 70,000 people together for an awe-inspiring spectacle of light and sound on the Eastside Trail.

The **Lantern Parade** is the highlight event of Art on the Atlanta BeltLine, the largest temporary art exhibition in the south. Art on the Atlanta BeltLine represents diverse artists—including the work of hundreds of local, national, and international visual and performing artists.

Your **sponsorship** will keep the Atlanta BeltLine vision on track: transforming 45 neighborhoods into lively, beautiful, sustainable places with arts at the core of the corridor.

Learn more about the Atlanta BeltLine Lantern Parade: art.beltline.org



Who We Are



Atlanta
BeltLine
Partnership

The Atlanta BeltLine Partnership (ABP) provides the

collaborative platform for advancing the Atlanta BeltLine project. ABP enables the project by raising money from the private and philanthropic sectors; engages the public through programming events, and activities; and empowers residents of Atlanta BeltLine neighborhoods through partnerships that bring about positive outcomes in the areas of health, housing, and economic opportunity.



Atlanta
BeltLine

Atlanta BeltLine, Inc. (ABI) manages the implementation

and execution of the Atlanta Beltline. ABI works closely with City of Atlanta departments to define details of the plan, secure public funding, inform and engage members of the community, and serve as the overall project management office for construction of the trails, transit, parks, and other key BeltLine components.

Our Reach

@ATLANTABELLINE



379,600 followers



138,000 followers



87,000 fans



30,000 email subscribers

Learn more about us at beltline.org

2022

Atlanta BeltLine Partnership

Art on the Atlanta BeltLine

Lantern Parade

Sponsorship Opportunities



Atlanta
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Sponsor
Levels +
Benefits

	Presenting	Platinum	Gold	Silver
Event webpages	Large linked logo	Linked logo	Logo	Name
Lantern parade map	Name	Name	Name	Name
Email newsletters	Large logo	Logo	Name	Name
Lantern-making kits recognition	Large logo	Logo	Name	Name
Social media recognition				
Press release inclusion				
Exclusive access to pop-up performance locations				
Lantern-making workshop for 15 people				
Presenting sponsor recognition "Lantern Parade presented by [company]" in all communications and materials. Presenting level includes industry exclusivity, and is additionally limited to max of 4 overall presenting sponsors.				
Please Choose Your Cash Sponsorship Level:	Presenting \$30,000 <input type="checkbox"/>	Platinum \$20,000 <input type="checkbox"/>	Gold \$10,000 <input type="checkbox"/>	Silver \$5,000 <input type="checkbox"/>

Print deadlines for posters and fliers are one month prior to event.

Sign
Up To
Sponsor

Company Information:

Name for Recognition _____

Address _____

City _____ State _____ Zip Code _____

Email _____ Phone _____

Representative Name _____ Title _____

I agree to sponsor Atlanta BeltLine Lantern Parade. As a sponsor, I understand I will receive the applicable sponsorship opportunities described in this packet and agree to provide digital art work for all promotional advertising. I further understand that these opportunities will not be valid until this agreement is signed and my check has been issued to and accepted by the Atlanta BeltLine Partnership.

Authorized Sponsor Signature _____ Date _____

Payment Information: Invoice A check is enclosed Please make payable to Atlanta BeltLine Partnership

Credit Card: VISA Master Card AMEX

Card # _____ Exp Date _____ Security Code _____

Name on Card _____ Signature _____

Please send this completed form to:
Atlanta BeltLine Partnership
Attn: Development
970 Jefferson St. NW, Suite 4
Atlanta, GA 30318

Sponsorship proposals can be customized!
If none of these packages sounds just right or you're interested in providing something not currently listed, please contact us with your ideas:
development@atlblp.org or (404)446-4404.