

LIVABLE BUCKHEAD

2024 PROGRAMMING & EVENT SPONSORSHIP



LIVABLE BUCKHEAD'S
BUCKHEAD RUN CLUB

Expected Attendance: 25+ attendees
Date: Weekly - Tuesdays

Summary:

Livable Buckhead brings you the best run club inside 285. Walk, jog or run, all levels are welcome to this inclusive run club. Lace up your running shoes and cruise an easy three miles with us as we explore Buckhead and PATH400.

Branding Opportunities:

- Applicable event signage
- Website - event page
- Inclusion in social media posting
- Event calendar page
- Applicable event signage
- Website - event page
- Inclusion in social media posting
- Event calendar page
- Residential newsletter
- BuckHeadlines newsletter
- Partner Resources newsletter



LIVABLE BUCKHEAD'S
SUSTAINABILITY PROGRAMMING EVENTS & VOLUNTEER PROGRAMMING

Expected Attendance: 15-75 attendees per event
Date: Monthly

Summary:

Join Livable Buckhead as we promote community involvement, encourage environmental stewardship, and build teamwork while making an immediate and tangible impact through projects and events focused on sustainability.

Branding Opportunities:

- Applicable event signage
- Volunteer webpage
- Direct participate email sends
- Residential Resources
- BuckHeadlines newsletter
- Partner Resources newsletter



LIVABLE BUCKHEAD'S

MIAMI CIRCLE GALLERY STROLLS

Expected Attendance: 100+

Date: Every other month beginning in March ending in September 2024

Summary:

Livable Buckhead invites visitors to experience a tour of Buckhead's famed Miami Circle galleries. Stroll through Miami Circle and enjoy an evening exploring the highest concentration of galleries in Atlanta!

Branding Opportunities:

- Applicable event signage
- Social media mention
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Eventbrite page
- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release




PATH400 Llama Run, Walk, & Family Fun Day

Expected Attendance: 100+

Date: March 2, 2024

Summary:

Buckhead community members will gather on PATH400 for an afternoon of fitness and fun. This event will kick off with a two - hour walk/ run with a pack of lovable Llamas . Be sure to bring your kiddos, as there will be music, refreshments, and family - friendly activities to enjoy!

Branding Opportunities:

- Applicable event signage
- Yard signs in community
- Social media mention
- Event postcards
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Commercial building Captivate screens
- Residential digital bulletin board
- Applicable event communication
- Event press release

LIVABLE BUCKHEAD'S

PATH400 DAY

Expected Attendance: 100+
Date: April, 2024 (One day event)

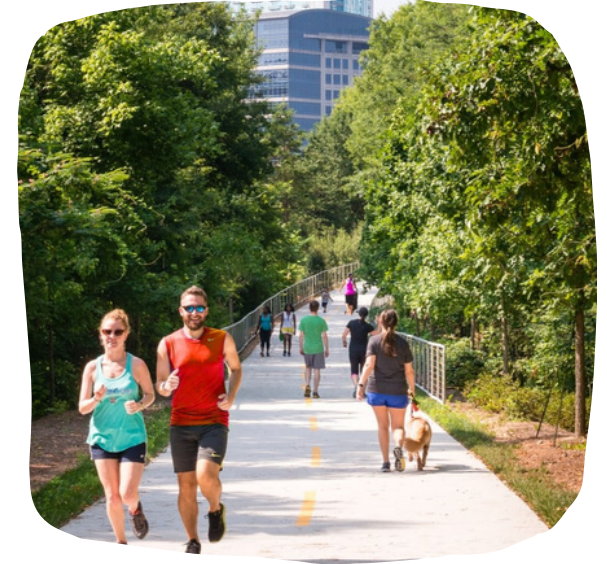
Summary:

LBI is excited to host "PATH400 Day," a one-day event aimed at boosting awareness of PATH400 and promoting the convenience of active commuting within Buckhead. Our primary target audience for this initiative comprises the 8% of individuals who both live and work in Buckhead, as well as the residential communities situated directly along the PATH.

This event seeks to inspire groups to embrace various active transportation methods such as biking, walking, scootering, and utilizing transit for their daily commutes. On PATH400 Day, we challenge everyone with access to PATH400 to use it as their commuting route.

Branding Opportunities:

- Applicable event signage
- Social media mention
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Eventbrite page
- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release




Expected Attendance: 500+
Date: May 1st - May 31st, 2024

Summary:

A month-long walking challenge aimed at encouraging residents, commuters and visitors to celebrate walkability with an emphasis on PATH400 and our community partners here in Buckhead. More than 10 events will be hosted throughout May promote participation and maintain engagement.

Branding Opportunities:

- Yard signs in community
- Social media mention
- Website - event page
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release

LIVABLE BUCKHEAD'S

buckheadRUN!

Expected Attendance: 250+

Date: May 4th, 2024

Summary:

Join Livable Buckhead for our 6th annual 5K race! This is our second year with our partners at Buckhead Village. The 5K will end once again, where the Bodacious Blooms Flower Festival begins, in the heart of Buckhead Village. Buckhead Run will be flower powered to the max with fun activations related to flowers and blooms. This is a perfect opportunity to explore Buckhead's explosion of flowers and PATH400!



Event Specific Exposure:

- Specialty event glass
- Event banner
- Applicable event signage
- Yard Signs in community
- Postcards in local businesses:
 - Hotels, galleries & residents
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Eventbrite listing
- Social media mention
- Commercial building Captivate screens
- Applicable event communication
- Event press release



LIVABLE BUCKHEAD'S

buckhead YAPPY HOURS

Expected Attendance: 15-75 attendees per event

Date: Twice monthly June through September 2024

Summary:

Join Livable Buckhead as we promote community engagement by celebrating our furry best friends, and the joy they bring to our lives. Buckhead community members will gather for a Yappy (Happy) hour while their dogs enjoy getting to know each other in a safe and welcoming outdoor environment.

Branding Opportunities:

- Applicable event signage
- Website - event page
- Inclusion in social media posting
- Event calendar page
- Residential newsletter
- BuckHeadlines newsletter
- Partner Resources newsletter

LIVABLE BUCKHEAD'S



The Secret Gardens of PATH400

Expected Attendance: 100+
Date: June, 2024

Summary:

Bring your friends and family to create some magic on PATH400. During this one - day event, Buckhead community members will build small, themed, secret gardens, along PATH400. These magical spaces will remain in place for the duration of the summer, so that passersby can admire them. We encourage Buckhead area schools, scout groups, art centers, garden clubs and similar organizations to participate.

Branding Opportunities:

- Applicable event signage
- Yard signs in community
- Social media mention
- Partner Resources
- Event postcards
- Website - event page
- Residential Resources
- BuckHeadlines
- Commercial building Captivate screens
- Residential digital bulletin board
- Applicable event communication
- Event press release



LIVABLE BUCKHEAD'S



PARK(ing) DAY

Expected Attendance: 100+
Date: September, 2024

Summary:

On PARK(ing) Day, partners will collaborate to create a large-scale pop-up space, demonstrating a how much space is taken up for cars and all the ways our community could be using that space. This activation is a fresh approach to urban planning and community engagement and will provide a unique experience for commuters, residents and visitors to explore the potential for more parks, greenspace, and trails.

Branding Opportunities:

- Applicable event signage
- Volunteer webpage
- Direct participate email sends
- BuckHeadlines newsletter
- Partner Resources newsletter
- Residential Resources

LIVABLE BUCKHEAD'S

APD SPRING AND FALL COOKOUTS

Date: During seasons Spring and Fall
Actual dates TBD

Summary:

Livable Buckhead will host the annual Spring and Fall Cookouts for Atlanta Police Department Zone 2 and Atlanta Fire Rescue Department for the whole North Batalion.Help show your support for our police and fire departments.

Branding Opportunities:

- Applicable event signage
- Social media mention
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Eventbrite page
- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release



- Yard signs in community
- Social media mention
- Website - event page
- Eventbrite page
- Residential Resources
- BuckHeadlines
- Partner Resources

LIVABLE BUCKHEAD'S

PARTY ON THE PATH

Expected Attendance:300+
Date: October, 2024

Summary:

Livable Buckhead’s annual Party on the PATH will be a night of hot music, cool drinks, and dancing under the stars on Buckhead’s PATH400.

Branding Opportunities:

- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release



LIVABLE BUCKHEAD'S
BIKETOBER CELEBRATION

Expected Attendance: 25 -100

Date: October, 2024

Summary:

In 2024, Livable Buckhead’s annual Biketober event will celebrate alternative commuting options; along PATH400. Participants are encouraged to dress and decorate their bikes with a special Halloween flare. Then bike ride and enjoy the Fall Buckhead scenery along PATH400. The Buckhead community is encouraged to line PATH400 and cheer for their favorite bike riders. There will be a costume contest, decorated bike contest, Music, and light bites. Be sure to join us for the fun!

Branding Opportunities:

- Applicable event signage
- Website - event page
- Inclusion in social media posting
- Event calendar page
- Residential newsletter
- BuckHeadlines newsletter
- Partner Resources newsletter




LIVABLE BUCKHEAD'S
HOT CHOCOLATE CRAWL

Expected Attendance: 250+

Date: December, 2024

Summary:

Livable Buckhead invites visitors to experience a tour of Buckhead holiday stops. Stroll through Peachtree and take in the holiday displays, then stop at designated locations to enjoy specialty cocktails and hot chocolate. Local musicians will entertain you at various points along your walking tour of Buckhead.

Branding Opportunities:

- Applicable event signage
- Yard signs in community
- Hot chocolate mugs
- Social media mention
- Eventbrite listing
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Commercial building Captivate screens
- Residential digital bulletin board
- Applicable event communication
- Event press release
- \$1000 level & above is entitled to a branded Hot Chocolate Station
- if selected as an event*



LIVABLE BUCKHEAD'S

CUSTOMIZE-A-HOLIDAY WREATH FOR THE AFRD

Expected Attendance: 15-75 attendees per event
Date: Twice monthly June through September 2024

Summary:

Livable Buckhead will be hosting the "Customize A Holiday Wreath" giveback with the Atlanta Fire & Rescue Department. We will be decorating and delivering Holiday Wreaths to Buckhead's 5 fire stations.

Branding Opportunities:

- Applicable event signage
- Yard signs in community
- Hot chocolate mugs
- Social media mention
- Eventbrite listing
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Commercial building Captivate screens
- Residential digital bulletin board
- Applicable event communication
- Event press release
- \$1000 level & above is entitled to a branded Hot Chocolate Station
- if selected as an event*



LIVABLE BUCKHEAD'S

ANNUAL CHRISTMAS EVE HAM HAUL

BENEFITING THE ATLANTA FIRE & RESCUE DEPARTMENT

Date: December 24, 2024

Summary:

Livable Buckhead will be hosting the annual "Christmas Eve Ham Haul" giveback with the Atlanta Fire & Rescue Department. We will be donating and delivering Holiday Hams Buckhead's 5 fire stations.

Branding Opportunities:

- Holiday Ham donated on your behalf to AFRD
- Event thank you yard sign
- Yard signs in community
- Social media mention
- Website - event page
- Residential Resources
- BuckHeadlines
- Partner Resources
- Commercial building Captivate screens
- Residential digital Bulletin board
- Applicable event communication
- Event press release

2024 LIVABLE BUCKHEAD PROGRAMMING & EVENT SPONSORSHIP PACKAGES

GREENSPACE	CONSERVATION	CULTURAL VIBRANCY	PLACE-MAKING	CONNECTIVITY	PATRON	FRIEND
\$20,000	\$15,000	\$10,000	\$5000	\$2500	\$1000	\$500

EVENT PARTICIPATION	All Events	4 Events	3 Events	2 Events	1 Event	1 Event	1 Event
PROGRAMMING PARTICIPATION	All Programs	3 Programs	2 Programs	1 Program			
WEBSITE(S)	Named Presenting Sponsor with Logo	●	●	●	●	●	Name Only
ELECTRONIC NEWSLETTERS	Named Presenting Sponsor with Logo	●	●	●	●	●	
EVENT DIGITAL MARKETING	Named Presenting Sponsor with Logo	●	●	●	●	Name Only	Name Only
EVENT PRINT MARKETING	Named Presenting Sponsor with Logo	●	●	●	●	Name Only	Name Only
EVENT GIVEAWAYS & MERCH	●	●	●	●	●		
ACCESS TO TICKETED EVENTS	10 tickets	8 tickets	6 tickets	4 tickets	2 tickets		
SOCIAL MEDIA	●	●	●	●			
2023 LIVABLE BUCKHEAD T-SHIRT	Named Presenting Sponsor with Logo	Logo	Name Only	Name Only			
EVENT PRODUCT PLACEMENT	●	●	●				
ACCESS TO COUNCILS & COMMITTEES	●	●	●				
CURATED EVENT ACTIVATION	●	●					
SPEAKING OPPORTUNITY	●						

GREENSPACE SPONSOR \$20,000

Organization-wide Marketing Inclusion

- Presenting sponsor inclusion logo on Livable Buckhead homepage.
- Inclusion in all other Livable Buckhead Newsletter footer (Residential Resources, Partner Resources & Traffic Alerts).
- Logo inclusion as "Presenting Sponsor" on annual Livable Buckhead t-shirt.
- Bi-monthly curated social media posts in conjunction with quarterly blog posts centered around your organization or product.
- VIP and available tickets for all ticketed events.

Event Specific Exposure – Four Events & Programming

Print Material

Logo Inclusion on:

- One Adopt-a-tree for Atlanta fire stations event signage & thanks
- One event banner
- Day of event signage for all events
- 125 VIP glass for Party on the PATH
- Community yard signs
- Community posters
- Event participant t-shirts at buckheadRUN!
- Holiday mugs
- Event postcards

Product Placement

- Industry exclusivity rights to all events
- Product or service inclusion at all four large scale Livable Buckhead Events.

Digital Marketing

Logo Inclusion on:

- Eight event/program webpages
- Sponsor recognition in all participating event related communications and email sends
- Inclusion in event social media posts
- Commercial property Captivate screens
- Residential Bulletin screens
- Listed on all EventBrite ticket listings
- Inclusion on social media event pages
- Inclusion in four event press releases
- Inclusion in direct participate email sends for all ticketed events

Creative Engagement & Activation

- Curated opportunities specific to your business/product.
 - Ex: Audi vehicle leading Livable Buckhead 5K race with Santa
- Individually decorated AFRD Christmas Tree
- Uniquely crafted experiences added to elevate and showcase your organization or product at all events.
- Named sponsor at Livable Buckhead councils & committees

CONSERVATION SPONSOR \$15,000

Organization-wide Marketing Inclusion

- Annual header logo inclusion in preferred e-newsletter (excluding Buckheadlines) & inclusion in all other Livable Buckhead newsletter footer (Residential Resources, Partner Resources & Traffic Alerts newsletters)
- Logo inclusion in annual Livable Buckhead t-shirt
- VIP and available tickets for all ticketed events.

Event Specific Exposure – Three Events & Programming

Print Material

Logo Inclusion on:

- One Adopt-a-tree for Atlanta fire stations event signage & thanks
- One Event banner
- Day of event signage for selected events
- 125 VIP glass for Party on the PATH
- Community yard signs
- Community posters
- Event participant t-shirts at buckheadRUN!
- Holiday mugs
- Event postcards

Product Placement

- Industry exclusivity rights to all participating events
- Product or service inclusion in three of four large scale Livable Buckhead Events.

Digital Marketing

Logo Inclusion on:

- Six event/program webpages
- Sponsor recognition in all participating event related communications and email sends
- Inclusion in event social media posts
- Commercial property Captivate screens
- Residential Bulletin screens
- Listed on two EventBrite ticket listings
- Inclusion on social media event pages
- Inclusion in three event press releases
- Inclusion in direct participate email sends for two ticketed events

Creative Engagement & Activation

- Curated opportunities specific to your business/product.
 - Ex: Audi vehicle leading Livable Buckhead 5K race with Santa
- Individually decorated AFRD Christmas Tree
- Uniquely crafted experiences added to elevate and showcase your organization or product at three events.

CULTURAL VIBRANCY SPONSOR \$10,000

Organization-wide Marketing Inclusion

- Inclusion in all other Livable Buckhead newsletter footer (Residential Resources, Buckheadlines, Partner Resources & Traffic Alerts newsletters)
- Named sponsor on annual Livable Buckhead t-shirt
- VIP and available tickets for three ticketed events.

Event Specific Exposure – Two Events & Programming

Print Material

Logo Inclusion on:

- One Create a wreath for Atlanta fire stations event signage & thanks
- One event banner
- Day of event signage for all selecting events
- 125 VIP glass for Party on the PATH
- Community yard signs
- Community posters
- Event participant t-shirts at buckheadRUN!
- Holiday mugs
- Event postcards

Product Placement

- Industry exclusivity rights in participating events
- Product or service inclusion in participating large scale Livable Buckhead Events.

Digital Marketing

Logo Inclusion on:

- Four event/program webpages
- Sponsor recognition in all participating event related communications and email sends
- Inclusion in event social media posts
- Commercial property Captivate screens
- Residential Bulletin screens
- Listed on two EventBrite ticket listings
- Inclusion on social media event pages
- Inclusion in two event press releases
- Inclusion in direct participate email sends for two ticketed events

PLACE MAKING SPONSOR

\$5,000

Organization-wide Marketing Inclusion

- Inclusion in all other Livable Buckhead newsletter footer (Residential Resources, Buckheadlines, Partner Resources & Traffic Alerts newsletters)
- VIP and available tickets for two ticketed events.
- Named sponsor on annual Livable Buckhead t-shirt

Event Specific Exposure – One Event/Programming

Print Material

Logo Inclusion on:

- Day of event signage for all events
- 125 VIP glass for Party on the PATH or holiday mugs
- Community yard signs
- Event participant t-shirts at buckheadRUN!
- Event postcards

Digital Marketing

Logo Inclusion on:

- Two event/program webpages
- Sponsor recognition in all participating event related communications and email sends
- Inclusion in event social media posts
- Commercial property Captivate screens
- Residential Bulletin screens
- Listed on one EventBrite ticket listings
- Inclusion on social media event pages
- Inclusion in one event press release
- Inclusion in direct participate email sends for one ticketed event

CONNECTIVITY SPONSOR

\$2,500

Organization-wide Marketing Inclusion

- Mention in Livable Buckhead newsletter, Residential Resources, Buckheadlines, Partner Resources & Traffic Alerts newsletters
- VIP and available tickets for one ticketed event.

Event Specific Exposure – One Event

Print Material

Logo Inclusion on:

- Day of Event signage for selected event
- Community yard signs
- Event participant t-shirts at buckheadRUN!
- Event postcards

Digital Marketing

Logo Inclusion on:

- One Event webpages
- Sponsor recognition in all participating event related communications and email sends
- Inclusion in event social media posts
- Listed on one EventBrite ticket listing
- Inclusion on social media event page
- Inclusion in one event press release
- Inclusion in direct participate email sends for one ticketed event

PATRON SPONSOR \$1,000

Event Specific Exposure – One Event

Print Material

Named Inclusion on:

- Day of Event signage for selected event
- Community yard signs
- Event participant t-shirts at buckheadRUN!
- Event Postcards

Digital Marketing

Name only inclusion on:

- Newsletter send regarding event
- Event website
- Event digital marketing for one event

FRIEND SPONSOR \$500

Event Specific Exposure – One Event

Print Material

Named inclusion on:

- Day of Event signage for all events
- Event participant t-shirts at buckheadRUN!
- Event postcards

Digital Marketing

Name only inclusion on:

- Event digital marketing for one event

Digital Material

2024 LIVABLE BUCKHEAD
PROGRAMMING & EVENT SPONSORSHIP PACKAGES

Websites

- Livablebuckhead.org
- Path400greenway.org
- Bucride.org
- Buckheadatl.com
- Total unique users all sites (2022): 64,000
- Presenting sponsor rights on event pages

Press Releases

- 235 media placements in earned media in 2022
- Inclusion in event press releases as presenting sponsor
- Earned Media Reach (2022): 28,900,000

Newsletter

- 22,500 unique subscribers to Livable Buckhead newsletters
- 41% Average Open Rate

Social Media

- 10,000+ user engagements across all channels in 2022





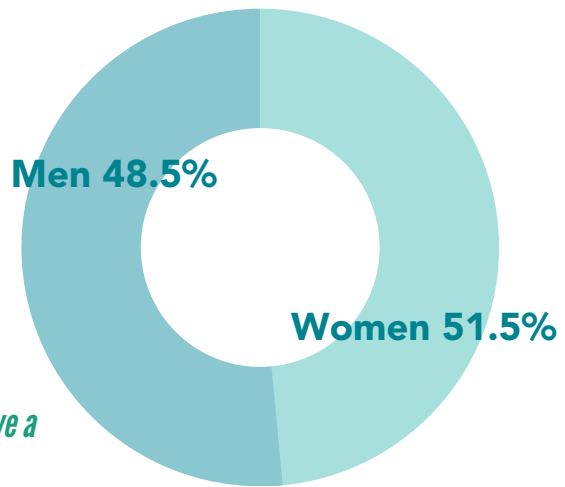
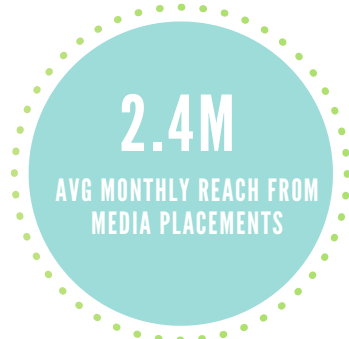
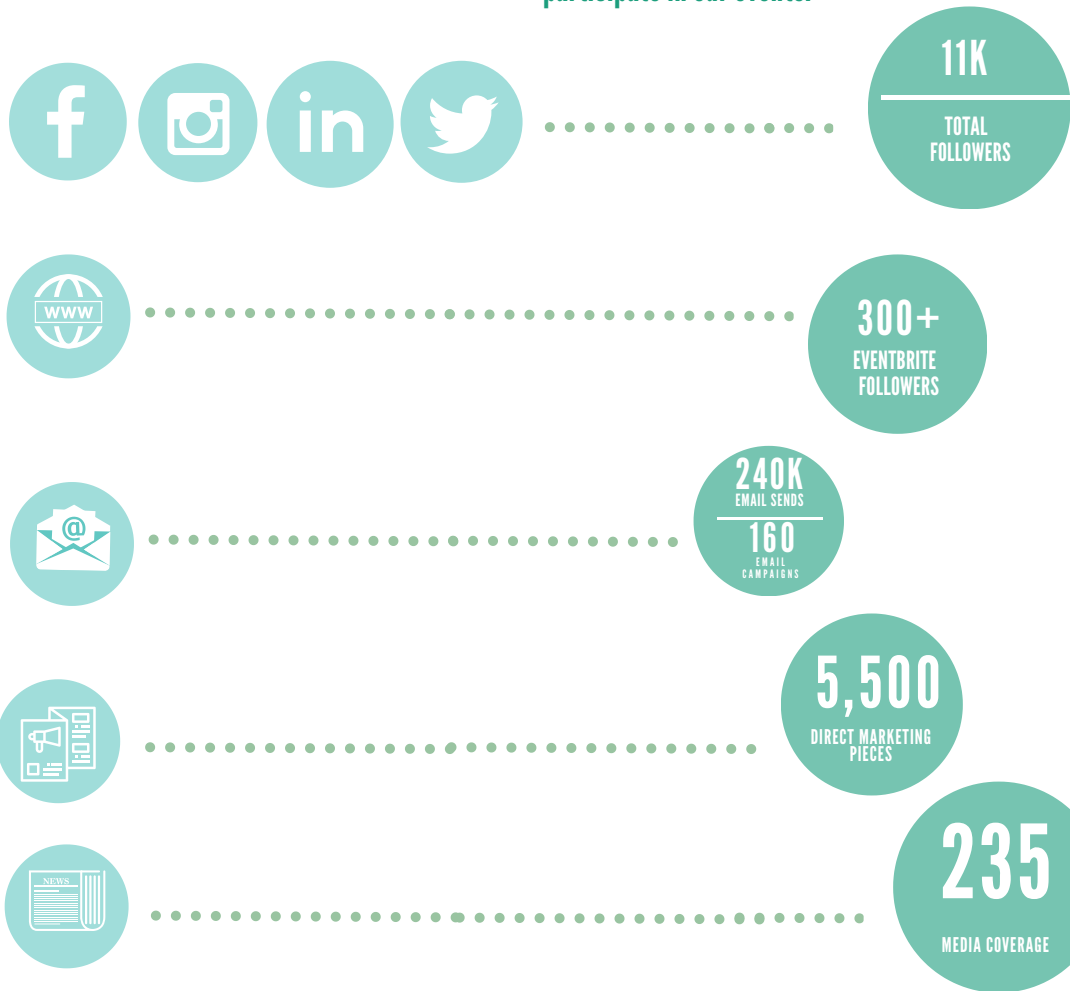
Print Material

- Event t-shirts
- Community Event Postcards
- Event Cups
- Captivate Screens Commercial Buildings
- Residential Bulletin Digital Boards
- Event Yard Signs
- Event Banner

LIVABLE BUCKHEAD SPONSORSHIP RECAP

REACH

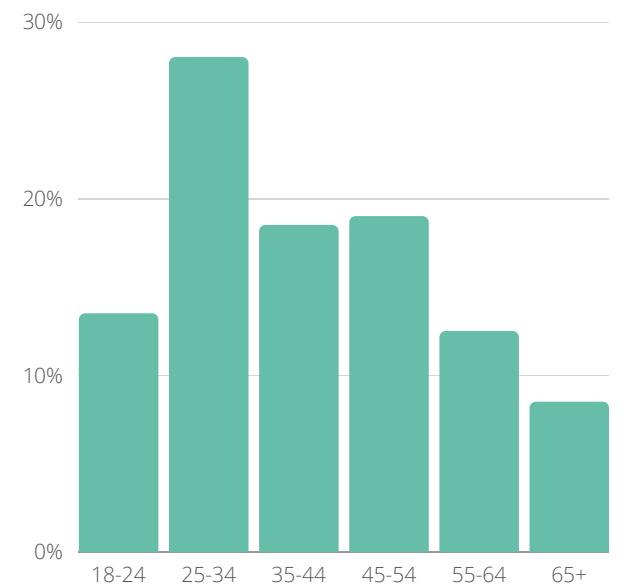
Livable Buckhead's reach continues to grow each year as we connect with residents and commuters who support our mission and participate in our events.



While women are more likely to be our user, we have a fairly even distribution of gender



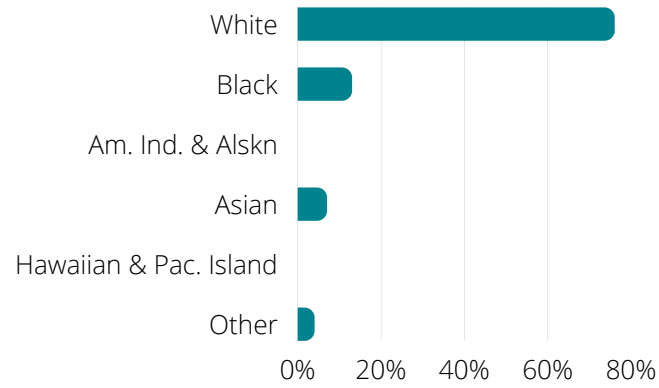
A majority of Event Attendees are Buckhead residents.



Nearly a third of Livable Buckhead's website traffic is coming from 25-34 year old's

Livable Buckhead Audience Data

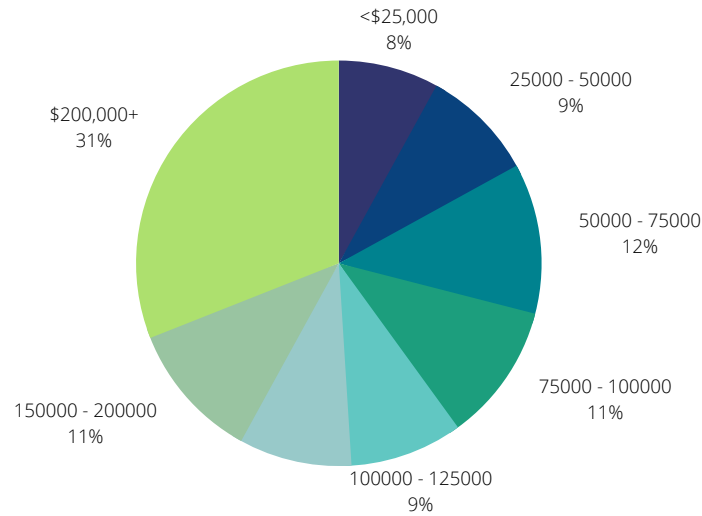
2023 POPULATION BY RACE



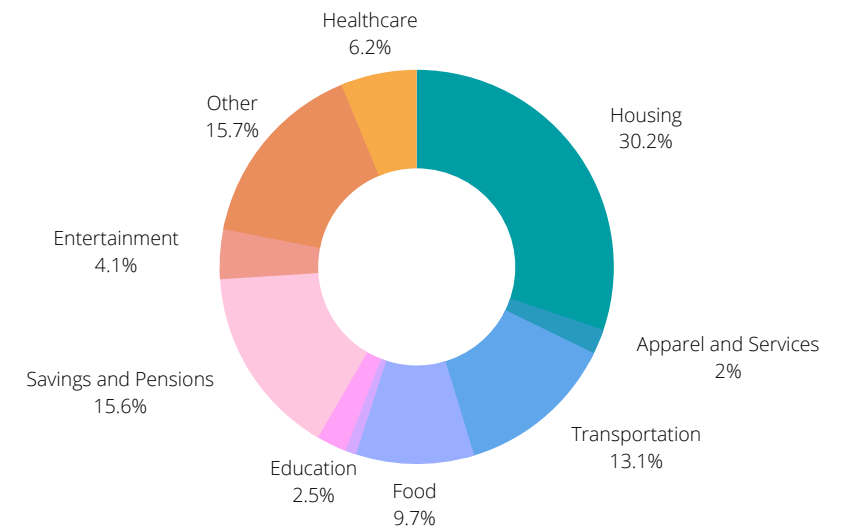
86% of Buckhead residents are of non-Hispanic origin



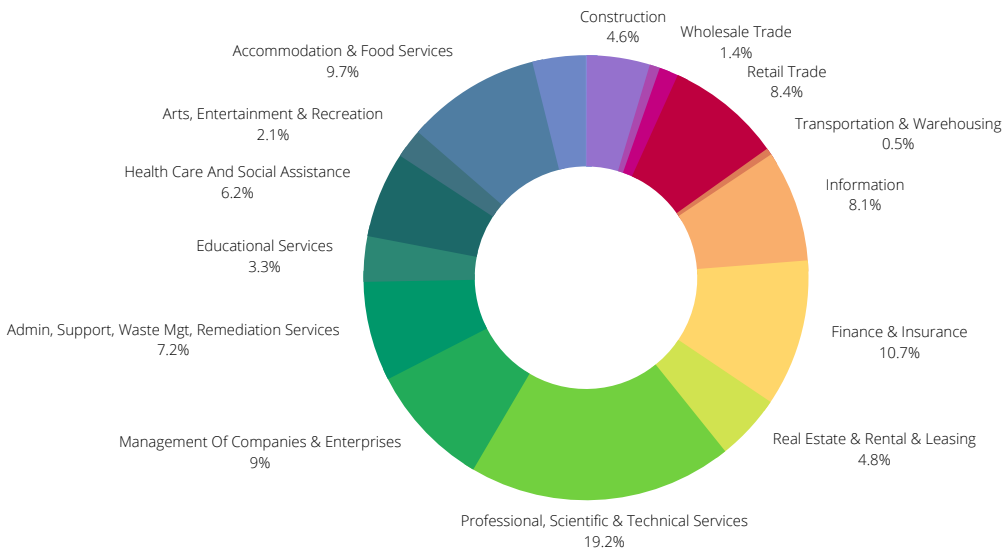
2023 HOUSEHOLDS BY HH INCOME



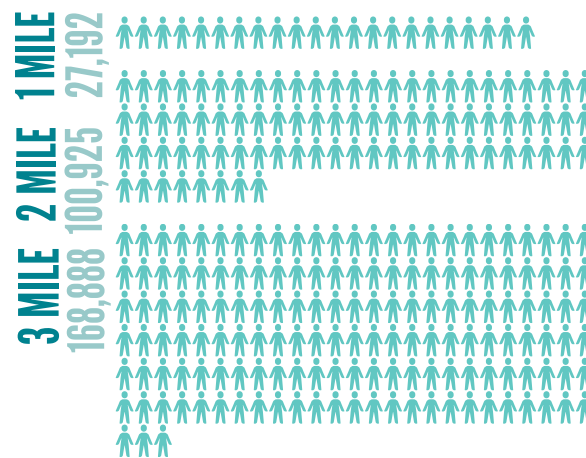
2023 CONSUMER SPENDING



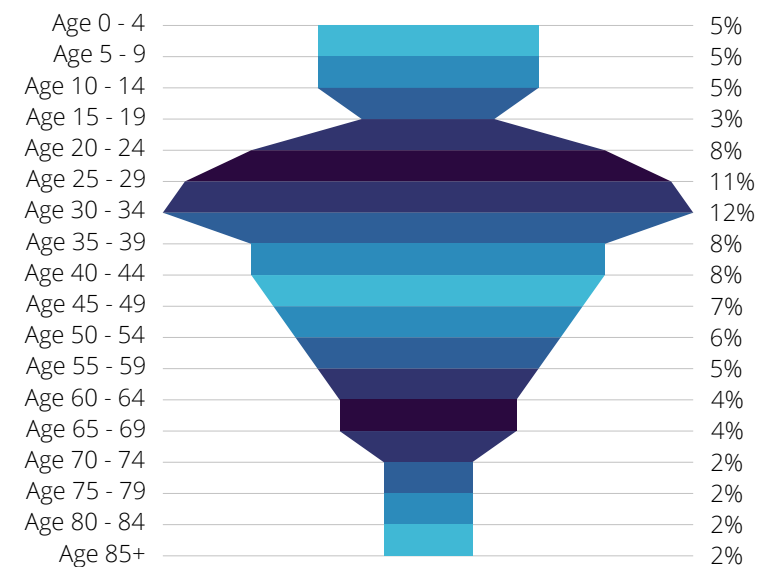
2023 POPULATION BY OCCUPATION



2023 BUCKHEAD CORE POPULATION SIZE



2023 AGE DISTRIBUTION IN BUCKHEAD CORE



Nearly 40% of the City of Atlanta's high-wage & professional jobs are located in Buckhead