

SPONSORSHIP PROPOSAL
2012 ANNUAL MEETING
WEDNESDAY, MARCH 28



Central Atlanta Progress
Atlanta Downtown Improvement District

Only in DOWNTOWN TOWN ATLANTA



2012 ANNUAL MEETING MARCH 28th



Central Atlanta Progress
Atlanta Downtown Improvement District

Only in
DOWN TOWN ATLANTA

EVENT AT A GLANCE

Date:
Wednesday, March 28, 2012

Time:
7:00 to 7:45 a.m. - coffee,
light breakfast and registration
8:00 to 9:15 a.m. - program

Ticket Prices:
Central Atlanta Progress Member price:
\$75 per seat; \$750 seating for 10

Non-Member price:
\$85 per seat; \$850 seating for 10

Audience:
1,200 of the City's top business
and political leaders

Sponsor Recognition:
VIP entitlements
Onsite brand presence
Radio and other media placements
Priority seating
Stage mentions

THE EVENT

More than 1,200 of Atlanta's corporate movers and shakers came out to support Central Atlanta Progress at its 2011 Annual Meeting in the unique threesixty° Theatre in Pemberton Place.

At the meeting we celebrated 70 years of progress and shared our vision for the future of Downtown Atlanta. We were fortunate enough to have an exceptional group of speakers including Georgia Governor Nathan Deal and Atlanta Mayor Kasim Reed. George Goodwin and Peg and Bill Balzer were honored as recipients of the Dan Sweat and Turner Broadcasting Downtown Community Leadership awards, respectively.

We're pleased to announce that our 2012 Annual Meeting is beginning to take shape with elements that will again inform, inspire and entertain.

We encourage you to consider this valuable opportunity to showcase your company while providing networking opportunities for your employees and clients. Here, you can catch up with business associates, meet new contacts and learn more about what others have planned for Downtown Atlanta.

As a sponsor, your company's name and logo will be displayed before many of Atlanta's most prominent and influential minds. This is a unique chance for you to be publicly associated, not only with Central Atlanta Progress, but also with other key businesses and organizations.

2012 ANNUAL MEETING SPONSORSHIP OPTIONS



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Atlanta Downtown Improvement District

BENEFITS	PRESENTING	GOLD	SILVER	BRONZE
Incorporate Company name into event title.	X			
Category exclusivity for the event.	X			
ON-SITE PRESENCE				
Logo featured on signage displayed throughout the Event	Title position premium placement	Sub-title placement	Group Listing	Group Listing
Logo featured on video screen	Title position premium placement	Sub-title placement	Group Listing	
Sampling opportunities at Event	X			
Opportunity to present one of four awards	X			
Stage mention	X	X	X	X
MEDIA & MARKETING PLACEMENTS				
Logo featured in all print advertising	Title position premium placement	Sub-title placement	Tier 2 position	Group Listing
Company name included in all radio advertising	X			
Logo featured in 2012 Annual Meeting program	Title position premium placement	Sub-title placement	Tier 2 position	Group Listing
Logo featured on 2012 Annual Meeting invitation	Title position premium placement	Sub-title placement	Group Listing	
Name featured in all press materials promoting the event	Quote	X	X	
Company logo and link on official 2012 Annual Meeting website	Title position premium placement	Sub-title placement	Group Listing	Group Listing
Complimentary event tickets	30 (\$2,550 value)	20 (\$1,700 value)	10 (\$850 value)	6 (\$510 value)
Event Reporting	X	X	X	X
SPONSORSHIP COSTS				
CAP Members	\$25,000	\$10,000	\$5,000	\$3,500
Non-Members	\$30,000	\$12,500	\$7,000	\$5,000

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ACCEPTANCE OF SPONSORSHIP PACKAGE



Central Atlanta Progress
Atlanta Downtown Improvement District

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To take advantage of this sponsorship opportunity, please contact Wilma Sothern by email or fax. Upon receipt of written intent to accept a sponsorship package, an invoice and sponsorship agreement will be issued, along with instructions regarding logos, signage and other sponsor supplied items.

Wilma Sothern
Vice President, Marketing
Central Atlanta Progress
50 Hurt Plaza, Suite 110
Atlanta, Georgia 30303
Email: wilmas@atlantadowntown.com
Fax: 404-658-1919
Phone: 404-658-5910
website: www.atlantadowntown.com

SPONSOR LEVEL

DATE _____

COMPANY NAME _____
(as it should appear on all recognition materials)

ADDRESS _____

CITY _____

STATE _____ ZIP CODE _____

PHONE _____

EMAIL _____

CURRENT CAP MEMBER? YES NO

SPONSORSHIP LEVEL (select one)
 PRESENTING GOLD SILVER BRONZE

SIGNATURE _____

SUBMITTED BY _____

Return completed form to Wilma Sothern at
wilmas@atlantadowntown.com or fax to 404-658-1919