



SPONSORSHIP OPPORTUNITIES

DAFFODIL
DASH DOWNTOWN
ATLANTA | 5K

SATURDAY, NOVEMBER 11, 2017
WOODRUFF PARK



Central Atlanta Progress
Atlanta Downtown Improvement District

2017 IS THE FIRST YEAR FOR THE DOWNTOWN DAFFODIL DASH,

part of the international award-winning Downtown Daffodil Project. Produced by Central Atlanta Progress and the Atlanta Downtown Improvement District, the Downtown Daffodil Dash is a 3.1-mile race and walk that will allow participants to tour some of Atlanta's oldest neighborhoods, most iconic landmarks, and newest developments like the Mercedes-Benz Stadium and South Downtown. From restaurants and hotels to retail stores, world class attractions, corporate offices and a major university, this event will showcase the very best of what Downtown has to offer.

The race begins and ends in Woodruff Park, the heart of the Downtown Daffodil Project. Each race participant will receive a bulb to plant in the park or take home to their home garden, making them part of this year's expansion efforts!

ABOUT US

Central Atlanta Progress, Inc., is a Downtown business association with approximately 240 members. Its mission is to champion a vibrant community with strong leadership and sustainable infrastructure that is safe, livable, diverse, economically viable, accessible, clean,

hospitable and entertaining. The Atlanta Downtown Improvement District is a 501(c)(3) non-profit, charitable corporation created by CAP to make Downtown safer, cleaner and more hospitable.

**Working side by side,
CAP and ADID are committed
to creating a thriving
Downtown Atlanta community for all.**

Central Atlanta Progress, in conjunction with Am Yisrael Chai!, has launched the Downtown Daffodil Project in support of the worldwide Daffodil Project. The daffodils planted throughout Downtown serve to beautify the community in a meaningful and purposeful way,

representing the 1.5 million children who died in Nazi-occupied Europe and bring awareness to those currently suffering human rights crises throughout the world. More than 240,000 daffodils have planted to date.



62K

@AtlantaDowntown



45K

@DowntownAtlanta



38K

@DowntownAtlanta

EVENT OVERVIEW



When: Saturday, November 11, 2017
On-Site Registration – 7:30 a.m.
Race Begins – 8:30 a.m.

Where: Starting and finishing in Woodruff Park, the Downtown Daffodil Dash is a 3.1-mile race and walk that will allow participants to tour some of Atlanta’s oldest neighborhoods, most iconic landmarks, and new developments like the Mercedes-Benz Stadium and South Downtown.

Cost: \$30 for the 5k Race with “chip” timing
\$25 for untimed runners and walkers

Contact: Emily Yerke
Membership & Development Manager
Central Atlanta Progress
404-658-5905
emily@atlantadowntown.com

Race Course



LEARN MORE
DOWNTOWNDAFFODILDASH.COM

SPONSORSHIP BENEFITS AND DETAILS

PRESENTING

ONLY ONE AVAILABLE

CAP MEMBER

\$25,000

NON-MEMBER

\$30,000

- Recognition as Presenting Sponsor
- Most Prominent Logo on Race Bib and Tshirt
- Premier Name and Linked Logo Placement. on CAP/ADID Website and Event Website
- Premier Name and Linked Logo Placement on Event Signage and Collateral
- Dedicated Press Release and Included as Presenting Sponsor in All Press Releases
- Recognition in E-Newsletters
- Extensive Social Media Coverage
- Name Announced at Start and Finish Line Festivities
- 20 Complimentary Race Entries
- Opportunity for Your Team to Start the Race
- Vendor Opportunities - Booth, including 10' x 10' tent, 6' table, 2 folding chairs
- VIP Access to Hospitality Tent

OFFICIAL

CAP MEMBER

\$10,000

NON-MEMBER

\$12,500

- Logo Included on Race Bib and T-Shirt
- Tiered Name and Logo Placement on CAP/ADID Website and Event Website
- Tiered Name and Logo Placement on Event Signage and Collateral
- Included as Official Sponsor in All Press Releases
- Recognition in E-Newsletters
- Occasional Social Media Coverage
- Name Announced at Start and Finish Line Festivities
- 10 Complimentary Race Entries
- Vendor Opportunities 6' table, 2 folding chairs
- Hospitality Tent Access

SUPPORTING

CAP MEMBER

\$2,500

NON-MEMBER

\$3,000

- Logo Included on Race T-Shirt
- Tiered Name and Logo Placement on CAP/ADID Website and Event Website
- Tiered Name and Logo Placement on Event Signage and Collateral
- Included as Supporting Sponsor in All Press Releases
- Recognition in E-Newsletters
- Occasional Social Media Coverage
- 5 Complimentary Race Entries
- Hospitality Tent Access

OTHER SPONSORSHIP OPPORTUNITIES

TEAM SPONSOR

- Twenty (20) race entries [a \$600 value]
- Team signage along the route, including logo if applicable
- Opportunity to be one of the first teams to cross the starting line, after the Presenting Sponsor
- Team recognition at post-race awards ceremony

INVESTMENT: \$500
CAP MEMBERS AND NON-MEMBERS

VENDOR

- Company logo and website link included on official event website
- One 6-foot table and two folding chairs on-site to present/display promotional materials
- Exposure to approximately 600 race participants, plus spectators

INVESTMENT: \$250 CAP MEMBERS
\$300 NON-MEMBERS

IN-KIND MEDIA SPONSOR

- Company logo included on t-shirts, fliers and ads
- Opportunity to appoint one media personality as Celebrity Master of Ceremony
- Company logo included on all event signage
- Company logo and website link included on official event website
- Company listed in all media/press releases and promotional e-mail campaigns
- Engagement and inclusion in social media posts through Downtown Atlanta's official social media channels
- Five (5) complimentary race entries
- Access to official hospitality tent

IN-KIND REFRESHMENT SPONSOR

- Company name listed on t-shirts, fliers, and ads
- Company logo included on all event signage
- Company logo and website link included on official event website
- One 6-foot table and two folding chairs on site to display/serve food and/or beverages and promotional materials
- Exposure to approximately 600 race participants, plus spectators
- Two (2) complimentary race entries

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SPONSORSHIP AGREEMENT

(Please check one box)

- PRESENTING
- GOLD
- SILVER
- BRONZE

Sponsorship proposals can be customized to you specific needs! If none of these packages sounds just right, see contact information at the bottom of the page.

I agree to sponsor the 2017 Downtown Daffodil Dash 5k Race. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet and agree to provide digital artwork 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 Central Atlanta Progress, Inc.

Sponsor Information

Name for Recognition: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____ Phone: _____

Representative Name: _____

Title: _____

Authorized Sponsor Signature: _____ Date: _____

Payment Information

- Invoice
- A check is enclosed (Please make payable to Central Atlanta Progress, Inc.)
- Credit Card*: Visa/Master Card/AMEX (Circle one)

Card # : _____ Exp. Date: _____ Security Code: _____

Name on Card: _____ Signature: _____

**A 3% processing fee will apply to all credit card payments.*

Please send this completed form to: Central Atlanta Progress, Inc.
Attn: Emily Yerke
Membership & Development Manager
84 Walton Street NW, Suite 500
Atlanta, GA 30303