



EAST ATLANTA STRUT PRESENTS THE

PUSHING UP DAISIES

SYLVESTER CEMETERY & GARDEN TOUR

**SATURDAY,
APRIL 20**

**EAST
ATLANTA
STRUT**

CONTACT SPONSORSHIP@EASTATLANTASTRUT.COM

PUSHING UP DAISIES GARDEN TOUR

The eastern end of East Atlanta is home to one of its most unusual treasures: Sylvester Cemetery, final resting place of many veterans, doctors, ministers and everyday Atlantans, as well as one country music legend.

But lots of folks don't even know it's there, much less that a dedicated group of supporters works hard to maintain this crucial piece of neighborhood heritage.

The East Atlanta Strut, dedicated to promoting and preserving our area, is thrilled to put on the Pushing Up Daisies garden tour, an annual springtime event to benefit Sylvester Cemetery.

Check out the fruits of your neighbors' hard work in yards and gardens, as well as the bountiful blooms on the cemetery's famed azaleas.

Stroll among the tombstones as you sip a craft beer or specialty cocktail or have a snack and listen to live music.

The garden tour is set for 11 a.m. to 6 p.m. on Saturday, April 20. Last year's event attracted more than 400 ticket-buyers. Strut Sponsors who sign up by April 3 will get the added benefit of being Pushing Up Daisies sponsors.

PUSHING UP DAISIES SPONSORSHIPS

ADDITIONAL BONUS TO STRUT SPONSORS

All sponsors at \$1,000 or above who sign up by April 3 receive sponsorship for the Pushing Up Daisies Garden Tour and the Strut as a bonus: two events for the price of one! Secure your place today.

Azalea \$500

- Corporate logo on event advertisements
- Mentions in advertising
- Opportunity to distribute pre-approved sample items
- Feature in all marketing materials for the tour, including posters and event banners
- Social media mentions

Orchid \$5,000

- Corporate logo at top of event promotion materials
- Opportunity to distribute pre-approved sample items
- Stage sponsor
- Feature in all marketing for the tour, including posters, event banners and tour email blasts
- Corporate logo on the tour sponsorship page, with a link to the sponsor site
- Social media mentions

Rose \$1,000

- Corporate logo on event promotion materials
- Opportunity to distribute pre-approved sample items
- Feature in all print marketing materials for the tour, including posters, event banners and tour email blasts
- Corporate logo on the tour sponsorship page, with a link to the sponsor site
- Social media mentions

Daisy \$250

- Corporate logo on tour sponsorship page, with a link to the sponsor site
- Opportunity to distribute pre-approved sample items
- Social media mentions

WWW.EASTATLANTASTRUT.COM

2024 Strut Sponsorship

This year's Strut is 9/28. Your \$\$ bring you rewards, and help us give back to the neighborhood!



Presenting Sponsor

\$10,000

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

- Signage/banner opportunities
- Corporate logo on event advertisements
- Mentions in advertising
- 20 coveted Strut tees
- Opportunity to distribute pre-approved sample items
- Feature in all print marketing materials for the Strut, including print advertising, posters, event banners and shirts
- Corporate logo on Strut email blasts
- Corporate logo on the Strut sponsorship page, with a link to the sponsor site Strut social media mentions
- Booth space at Strut headquarters

Marathon Sponsor

\$5,000

- Signage/banner opportunities
- Mentions in advertising
- 10 coveted Strut tees
- Opportunity to distribute pre-approved sample items
- Feature in all 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 at Strut headquarters

Sprint Sponsor

\$1,000

- Signage/banner opportunities
- Mentions in advertising
- 5 coveted Strut tees
- Feature in all print marketing materials for the Strut, including print advertising, posters, event banners and shirts
- Strut social media mentions
- Booth space at Strut headquarters (limited availability; first to sponsor, first served)

Jog Sponsor

\$500

- Mentions in some advertising
- Strut social media mentions
- Your name on a Strut contest or hub (limited number available)

Love-your-SEO-reach sponsor

\$250 Logo and link on Strut website for 1 year.

A la carte

3x8 ad in printed Strut Guide: **\$250**

3x4 ad in printed Strut Guide: **\$150**

Ad on letter-size fliers that are hand-delivered to 3,000 neighborhood homes in late-August/early September:

half-page **\$500**, quarter-page **\$250**

Deadlines **July 15** is the last day to get on the first print ad. **August 15** is the last day to get on other ads associated with your level. **August 20** is the last day to get on the Strut poster and T-shirt. September 1 is the last day to get on event banners and the printed event map. **We need a hi-res version of your logo with a transparent background.**