

2023 BUSINESS SPONSORSHIP & MARKETING OPPORTUNITIES

PIEDMONT HEIGHTS CIVIC ASSOCIATION

THANK YOU!

Over the last five years, more than 65 local businesses have helped build, nurture, and support a thriving community in Piedmont Heights!

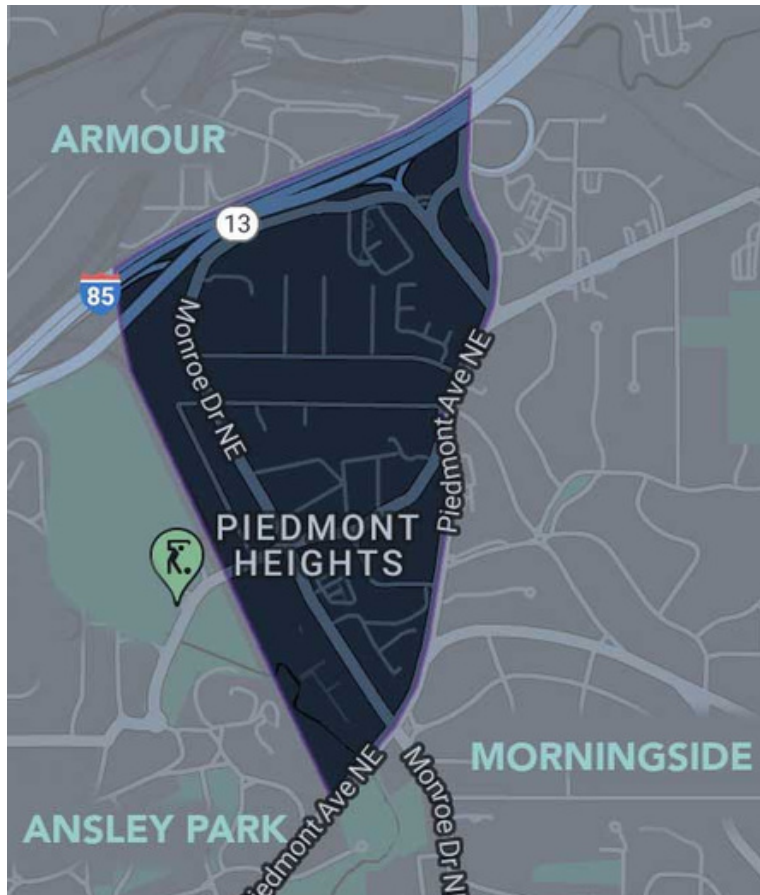
We have been so pleased to be a Piedmont Heights sponsor, thanks to their excellent communication and the results! When we were featured in the PHCA email, our delivery route containing Piedmont Heights had the largest number of new customers that month among our 35 routes in Metro Atlanta!

—David Melton, Fresh Harvest



ABOUT PIEDMONT HEIGHTS

HOME OF THE ATLANTA BELTLINE NORTHEAST TRAIL!



Piedmont Heights, also known as PiHi, is Atlanta's oldest community, settled in 1822 by Benjamin Plaster. This was two years before Terminus, now Atlanta, was founded in 1837.

Originally called the Rock Spring Community, then Easton, our community was eventually annexed by the City of Atlanta as the Piedmont Heights neighborhood.

Spanning from the Armour-Ottley area to the Beltline on the west, Piedmont Rd. on the east, and Monroe Dr. on the south, Piedmont Heights is cozily situated between Morningside, Midtown, Sherwood Forest, Ansley Park, Buckhead, and other intown neighborhoods.

In 1957, the Piedmont Heights Civic Club was formed, later evolving into the Piedmont Heights Civic Association (PHCA). The Piedmont Heights Community Improvement Foundation (PHCIF), our fundraising non-profit 501(c)(3), launched in 2013. In 2019, PiHi Alliance, for our local businesses, joined the trio of organizations dedicated to this "Small Town in a Big City."

Together, we continually work to improve the Piedmont Heights community, always protecting where we love to LIVE, WORK, PLAY, EAT, & SHOP on the Atlanta BeltLine's northeast trail.

THANK YOU TO OUR 2022 SPONSORS!

PRESENTING SPONSOR

the **CARLYLE**

EST 2019 • BUCKHEAD

CULTIVATING SPONSOR

ENGEL & VÖLKERS®
KRISTEN POLLOCK

SUSTAINING SPONSOR

LUMINARY WORKS
Stories worth telling. Messages worth sharing.

IMPACT SPONSORS



COMMUNITY SPONSORS



IN-KIND SPONSORS



DINE-OUT SPONSORS



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COMMUNICATIONS@PIEDMONTHEIGHTS.ORG
MEG ANDERSON | 404-630-3118

ANNUAL SPONSORS

Multiple tiers of Annual Sponsorship are the epitome of PHCA's best marketing exposure at a mix of price points, available to a limited number of business partners.

- Presenting Sponsor
 - 1 available - \$5,000/year
- Cultivating Sponsor
 - 3 available - \$2,500/year
- Sustaining Sponsor
 - Limited availability - \$1,000/year
- Impact Sponsor
 - Limited availability - \$500/year
- Community Sponsor
 - Limited availability - \$250/year

ANNUAL SPONSOR BENEFITS

Our Annual Sponsorship partners benefit from inclusion in PHCA's depth and breadth of offerings. Based on your sponsorship level, benefits may include:

- Attend virtual and in-person meetings and events to introduce your business to PiHi residents
- All sponsor packages come with a boosting budget for social posts!



"I've been in business for 12 years, and I was overwhelmed with the support I received from the Piedmont Heights community."

—Drew Niess, AllState Insurance and Multi-Year Sponsor

- Promote your brand with your name/logo/website link on our website, emails, social media, annual T-shirt, and more.
- Include your flyer/coupon/etc in New Homeowner Welcome Bags.
- And more! See the chart on the next page for more details.

ANNUAL SPONSORSHIP BENEFITS DETAILS

Annual Sponsorships run from January 1–December 31. Sponsorships that begin after January 1 will be at a prorated cost. We're always open to new and custom ideas for how we can help you meet your marketing goals in Piedmont Heights!

Contact Meg Anderson, Communications & Business Sponsorship Director, at 404-630-3118 or communications@piedmontheights.org.

Benefit	Presenting Sponsor 1 avail \$5,000	Cultivating Sponsor 3 avail \$2,500	Sustaining Sponsor Limited avail. \$1,000	Impact Sponsor Limited avail. \$500	Community Sponsor Limited avail. \$250	Additional Info
Recognition at Annual Neighborhood Meeting	Yes	Yes	Yes	Yes	Yes	First Sunday after Election Day in November
Speak (or show Ad) at Annual Neighborhood Meeting	3 minutes	2 minutes				First Sunday after Election Day in November
Quick Intro at Monthly Neighborhood Meeting (usually Virtual)	1/Quarter	2/Year	1/Year			First Tuesday of every month at 7pm
Email Newsletter Banner Ad	2/Month	1/Month	1/Month	2/Quarter	1/Quarter	Distributed weekly to 600+ neighbors, mostly homeowners. Ex: https://bit.ly/phca-news-2021
Dedicated Email Blast	2/Year	1/Year				Distributed to 600+ neighbors
Facebook & Instagram Post/Story	1/Month	1/Month	2/Quarter	1/Quarter	1/Quarter	900+ Instagram Followers & 650+ Facebook Followers
Facebook & Instagram Boosting	Includes \$200 annual boosting budget	Includes \$150 annual boosting budget	Includes \$100 annual boosting budget	Includes \$50 annual boosting budget	Includes \$25 annual boosting budget	To be used according to your marketing goals
PHCA Website	Yes (Dedicated sidebar logo/link)	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	PiedmontHeights.org— Rotating sidebar graphic plus Sponsors page
Annual PHCA Tshirt	Large Logo at Top + 3 Shirts	Large Logo + 2 Shirts	Medium Logo + 2 Shirts	Standard Logo	Name (No Logo)	Printed once yearly
Info/Swag in New Homeowner Welcome Gift Bag	Yes	Yes	Yes	Yes	Yes	Distributed annually to approx. 30 new homeowners
Attend Other In-Person PHCA Events (such as monthly happy hours, annual meeting, special events, etc.)	Yes	Yes	Yes	Yes	Yes	

*Please note: We do not share, sell, or lease the Personal Contact Information for our members, residents, and other contacts.

À LA CARTE SPONSORSHIPS

If an Annual Sponsorship isn't the right fit for you, try one of our à la carte options instead!

Monthly Social Media Gift Card Giveaways (\$25+)

Each month, we give away gift cards and other fun gifts for use at local restaurants and retail businesses. Perfect opportunity to gain more followers and engagement on social media! Additional boosting budget is also available for purchase.

Restaurant/Retail Dine-Out Donation Drive Events

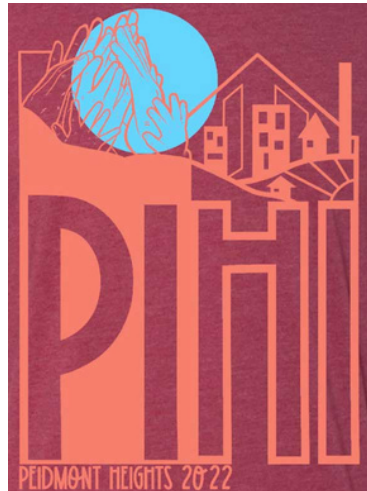
Collaborate with us to host a neighborhood dine-out (or retail shopping event) and donate a portion of the event's sales to PiHi!

Thank you to our previous dine-out sponsors: Doc Chey's, Fat Matt's BBQ, Grindhouse Killer Burgers, and Osteria 832 Pasta & Pizza!

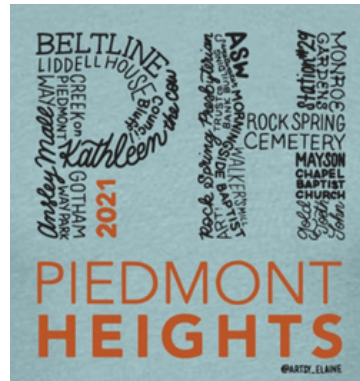
	Gift Card Giveaway Sponsor 2/Month	Restaurant/Retail Dine-Out Sponsor 1/Event/Month	Additional Info
PHCA Website	Yes with name/logo/link	Yes with name/logo/link	PiedmontHeights.org—Rotating sidebar graphic plus Sponsors page
Info/Swag in New Homeowner Welcome Gift Bag	Yes	Yes	Distributed annually to approx. 30 new homeowners
Facebook & Instagram Post/Story	2 Posts/Stories with \$10 boosting budget	2 Posts/Stories with \$20 boosting budget	900+ Instagram Followers & 650+ Facebook Followers
Dedicated Email "Newsletter"*		2 per Event	Distributed to 600+ neighbors. Solely to promote this event!
Email Newsletter Banner "Ad"*	2	2	Distributed Weekly to 600+ neighbors, mostly homeowners. Ex:
Quick Intro at Monthly Neighborhood Meeting (usually Virtual)	During month of event	During month of event	First Tuesday of every month at 7pm
Attend Other In-Person PHCA Events (such as monthly happy hours, annual meeting, special	Yes	Yes	

ANNUAL T-SHIRT

The Annual PiHi T-shirt features a unique design each year, with tiered sponsor logos/names on the back.



2022 T-shirt Design
by Charity Hamidullah



2021 T-shirt Design
by Elaine Stephenson



2020 T-shirt Design
by Elliott Strauss



NEW HOMEOWNER WELCOME GIFT BAGS

We're all about welcoming new homeowners to Piedmont Heights—and introducing them to our local business partners!

Brochures, coupons, swag, and more!

Approx. 30 gifted each year.

PIEDMONTHEIGHTS.ORG
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OUR REACH

There are many branding and exposure opportunities for your business with our neighborhood homeowners, members, and other residents!

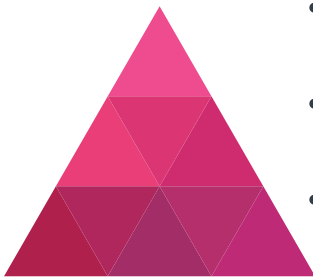
- On the Atlanta BeltLine Northeast Trail
- 215+ PHCA members
- 600+ Email distribution list
 - 65%+ open rate for PHCA members
 - 50%+ open rate for non-members
- 900+ Instagram followers
- 650+ Facebook followers
- ~500 Neighborhood Homes/Townhomes & ~2,000 Apartment Units



RECENT AWARDS

- 2021, 2020 City of Atlanta Community Impact Grant (\$6,150 combined)
- 2021, 2020, & 2019 AllState Foundation Helping Hands Grant (\$1,500/each)
- 2019 Midtown Rotary Grant (\$2,500)
- 2019, 2017 City of Atlanta Neighborhood Planning Unit Grants (\$2,500)
- 2018 Mayor's Office of Cultural Affairs Neighborhood Arts Grant (\$2,400)
- 2012 Atlanta Urban Design Commission Award of Merit for the Greater Piedmont Heights Master Framework Plan

PIEDMONT HEIGHTS TRIFECTA



Three groups work tirelessly, together, for Piedmont Heights:

- Piedmont Heights Civic Association (PHCA): representing our neighborhood residents, founded 1957. 240+ Members
- Piedmont Heights Community Improvement Foundation (PHCIF): our 501(c)(3) nonprofit, founded 2013. \$40k+ raised.
- Piedmont Heights Alliance (PiHi Alliance): representing our business community, founded 2019. 60+ Members.

PIHI ALLIANCE BUSINESS MEMBERS



THANK YOU to the businesses already supporting Piedmont Heights as members of our sister organization PiHi Alliance.

Please enjoy these reciprocal benefits:

- 10% Off! Get a discount on the PHCA sponsorships listed in this brochure. Or, use the 10% as extra social media boosting!
- FREE! We'd love to include your business flyer, coupon, swag, etc. in our New Homeowner Welcome Gift Bag.

RECENT ACCOMPLISHMENTS

- Contracted with a planning consultant to represent PiHi's interests regarding the BeltLine SubArea 6 Master Plan process
- Installed new \$50,000 play equipment at Gotham Way Park
- Partnered with Saint Martin Lutheran Church, Midtown Atlanta Rotary, and Trees Atlanta for park workdays and tree plantings
- Hired three local artists to beautify four traffic signal boxes
- Added APD License Plate Reader Cameras to help reduce crime
- Created a PiHi holiday ornament!
- Spearheaded the PiHi/ATL311 Task Force for ticket resolution
- Designed a neighborhood Walking Tour Map and hosted walking tours & virtual events
- Added Piedmont Heights street sign toppers throughout the neighborhood
- Rallied homeowners to participate in PiHi Alliance "Beautify PiHi" Cleanup Days
- Added a PiHi Gift Shop with home accessories
- Hosted "Fandango" fundraiser events, dine-outs, and more!

SCENES FROM PIHI

