

## 2022 BUSINESS SPONSORSHIP & MARKETING OPPORTUNITIES

PIEDMONT HEIGHTS CIVIC ASSOCIATION

### THANK YOU!

Over the last four years, more than 60 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 2021 SPONSORS!

## PRESENTING SPONSOR



## SUSTAINING SPONSOR



## IMPACT SPONSORS



## COMMUNITY SPONSORS



## IN-KIND SPONSORS



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

# 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
- 240+ PHCA members
- 550+ Email distribution list
  - 50%+ open rate for PHCA members
  - 37%+ open rate for non-members
- 600+ Facebook followers
- 775+ Instagram followers
- ~500 Neighborhood Homes/Townhomes & ~2,000 Apartment Units



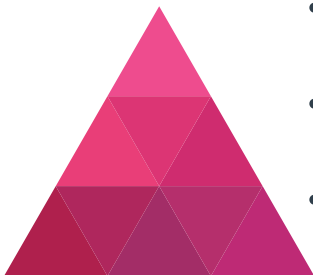
# RECENT AWARDS

- 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. 30+ Members.



# PIHI ALLIANCE BUSINESS MEMBERS



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

Please enjoy these reciprocal benefits:

- 10% Off! Get a discount on the PHCA sponsorships listed in this brochure.
- FREE! We'd love to include your business flyer, coupon, swag, etc. in our New Homeowner Welcome Gift Bag (approx. 20 welcome bags distributed annually).

## RECENT ACCOMPLISHMENTS

- Installed new \$50,000 play equipment at Gotham Way Park
- Partnered with Midtown Atlanta Rotary and Trees Atlanta for park workdays and three community tree plantings
- Celebrated our pandemic's Healthcare Heroes with a Luminaries Night
- Hired three local artists to beautify four traffic signal boxes
- Added APD License Plate Reader Cameras to help reduce crime
- Spearheaded the PiHi/ATL311 Task Force for ticket resolution
- Designed a neighborhood Walking Tour Map and hosted walking tours & virtual events to celebrate our historic landmarks
- 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!

# 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
  - 2 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:

- Verbal recognition during our Annual Neighborhood Meeting
- Promote your brand with your name/logo/website link on our website, emails, social media, annual T-shirt, and more.



*"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*

- All sponsor packages come with a boosting budget for social posts!
- 2' x 3' graphic yard sign at Gotham Way Park
- 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 customized 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](mailto:communications@piedmontheights.org).

Annual Sponsorships	Presenting Sponsor 1 avail \$5,000	Cultivating Sponsor 2 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	In November
Speak (or show Ad) at Annual Neighborhood Meeting	3 minutes	1 minute				In-Person or Virtual TBD
Email Newsletter Banner "Ad"*	2/Month	1/Month	1/Month	1/Quarter	1/Quarter	Distributed Weekly to ~550 Residents, mostly Homeowners. Ex: <a href="https://bit.ly/phca-news-2021">https://bit.ly/phca-news-2021</a>
Dedicated Email "Newsletter"*	2/Year	1/Year				Distributed to ~550 Residents. To showcase your business and thank you for your support as a Sponsor.
Facebook & Instagram Post/Story	1/Month, including 1 video/reel post	1/Month, including 1 video/reel post	2/Quarter, including 1 video/reel post	2/Quarter	1/Quarter	775+ Instagram Followers & 600+ Facebook Followers
Facebook & Instagram Boosting	Includes \$125 annual boosting budget	Includes \$100 annual boosting budget	Includes \$75 annual boosting budget	Includes \$50 annual boosting budget	Includes \$25 annual boosting budget	To be used in consultation with your wishes
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
Yard Sign at Gotham Way Park	Yes - Exclusive Sign (Just Your Logo)	Yes - Shared Sign (3 logos per sign)	Yes - Shared Sign (3 logos per sign)	Yes - Shared Sign (3 logos per sign)		
Annual PHCA Tshirt	Large Logo + 3 Shirts	Large Logo + 2 Shirts	Medium Logo + 2 Shirts	Standard Logo + 1 Shirt	Name (No Logo) + 1 Shirt	(Printed once yearly vs on-demand)
Info/Swag in New Homeowner Welcome Gift Bag	Yes	Yes	Yes	Yes	Yes	Distributed to Approx. 25 New Homeowners Each Year

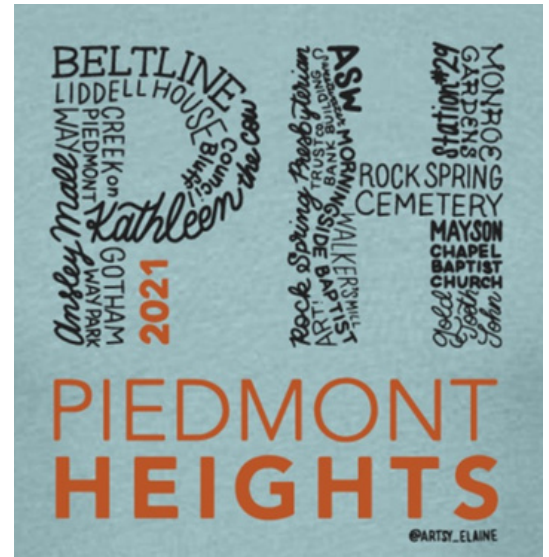
\*Please note: We do not share, sell, or lease the Personal Contact Information for our members, residents, and other contacts.

# ANNUAL T-SHIRT

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

Sponsors and select PHCA members receive a free T-shirt, and they're sold online through our printing partner, One With Outfitters.

We printed around 65 shirts in 2021 and 45 shirts in 2020.



2021 T-shirt Design  
by Elaine Stephenson (@artsy\_elaine)



## NEW HOMEOWNER WELCOME GIFT BAGS

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

FREE for PiHi Business Alliance members to include items such as brochures, coupons, and swag items.

Given to approx. 25 new homeowners each year.



# JUST FOR REALTORS

## Gift Card Giveaway Sponsor

\$25+ (1 per month)

(Additional boosting budget optional)

Perfect for supporting a neighborhood you care about while receiving recognition on our website, email, and social media.



Receive one social media post on Facebook and Instagram during the giveaway month, plus inclusion in two weekly email newsletters.

A great way to highlight your current listings or previous success stories in Piedmont Heights.



## PiHi Home Accessories

- No setup fee
- No minimum order
- For sale online on-demand



Choose between a multitude of cute home accessories co-branded with your logo and the Piedmont Heights logo.

Perfect for staging a home in Piedmont Heights for sale or lease. Or a great gift for a new homeowner/renter.

Our home accessories include mugs, coasters, shower curtains, bath mats, notebooks, pillows, aprons, and more!



# 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! And, it's easy to add just \$5-\$10 to boost your post online.



## *Thank You to Our 2021 Gift Card Giveaway Sponsors!*

**JANUARY – THE BUTTERY ATL & XANDER COFFEE**

**FEBRUARY – SMITH'S OLDE BAR**

**MARCH – THE QUESO TRUCK**

**APRIL – DOC CHEY'S NOODLE HOUSE**

**MAY – OSTERIA 832 PIZZA & PASTA**

**JUNE – NAKATO JAPANESE RESTAURANT**

**JULY – ASW DISTILLERY**

**AUGUST –**

**SEPTEMBER – VAVA VIRTUAL**

**OCTOBER – BAMBINELLI'S**

**NOVEMBER – TBD**

**DECEMBER – TBD**

## ***Restaurant Dine-Out Donation Drive Events***

Collaborate with us to host a neighborhood dine-out and donate a portion of the night's sales to the Piedmont Heights Community Improvement Foundation, our sister nonprofit.

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

# À LA CARTE BENEFITS

	Gift Card Giveaway Sponsor 2/Month	Donation Drive Event Sponsor 1/Event	Restaurant Dine-Out Sponsor 1/Event/Month	Additional Info	
Recognition at Annual Neighborhood Meeting	Yes	Yes	Yes	In November	Recognition at Annual Neighborhood
PHCA Website	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	PiedmontHeights.org	PHCA Website
Info/Swag in New Homeowner Welcome Gift Bag	Yes	Yes	Yes	Distributed to Approx. 25 New Homeowners Each Year	Info/Swag in New Homeowner Welcome Gift Bag
Facebook & Instagram Post/Story	2 Posts/Stories	2 Posts/Stories	2 Posts/Stories	775+ Instagram Followers & 600+ Facebook Followers	Facebook & Instagram Post/Story
Dedicated Email "Newsletter"*		1 per Event	2 per Event	Distributed to ~550 Residents. Solely to promote this event!	Dedicated Email "Newsletter"*
Email Newsletter Banner "Ad"*	2	2	2	Distributed Weekly to ~550 Residents, mostly Homeowners.	Email Newsletter Banner "Ad"*
Attend Donation Drive Event(s)		Yes		Collect canned goods, books, school supplies, etc. in exchange for donuts & coffee	Attend Donation Drive Event(s)

## Donation Drive Events

Help us host a charitable event to collect canned goods, school supplies, and other good causes. Connect in person with this engaged community! It's as easy as bringing coffee and donuts!



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

# SCENES FROM PIHI

