



## 2021 BUSINESS SPONSORSHIP & MARKETING OPPORTUNITIES

PIEDMONT HEIGHTS CIVIC ASSOCIATION

THANK YOU!

Over the last three years, more than 40 local businesses have helped build, nurture, and support a thriving community in Piedmont Heights!

*"I've been in business for 11 years, and I was overwhelmed with the support I received from the Piedmont Heights community."*

*—Drew Niess, AllState Insurance Agency Owner and Multi-Year Piedmont Heights Sponsor*



# ABOUT PIEDMONT HEIGHTS



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 Yards 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 organizations dedicated to this "Small Town in a Big City."

Together, our three organizations 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.

# OUR REACH

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

- On the Atlanta Beltline Northeast Trail
- 200+ PHCA members
- 450+ Email distribution list
  - 55% open rate for PHCA members
  - 39% open rate for non-members
- 550+ Facebook followers
- 450+ Instagram followers
- ~500 Homes/Townhomes/Condos +  
~2,000 Apartment Units



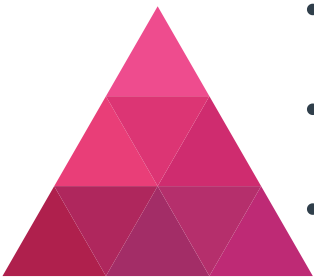
# RECENT AWARDS

- 2020 City of Atlanta Community Impact Grant (\$5,000)
- 2020 & 2019 AllState Foundation Helping Hands Grant (\$500 & \$500)
- 2019 Midtown Rotary Grant (\$2,500)
- 2019 City of Atlanta Neighborhood Planning Unit Grant (\$2,000)
- 2018 Mayor's Office of Cultural Affairs Neighborhood Arts Grant (\$2,400)
- 2017 City of Atlanta Neighborhood Planning Unit Grant (\$500)
- 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. 200+ 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.



# FREEBIES & DISCOUNTS!



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

As a reciprocal benefit, you receive:

- 10% Off! Get a discount on the PHCA sponsorships listed in this brochure.
- FREE! You're eligible to include your business flyer, coupon, swag, etc. in our New Homeowner Welcome Gift Bag (approx. 1 dozen distributed annually).

## RECENT ACCOMPLISHMENTS

- Installed new \$50,000 play equipment at Gotham Way Park
- Hired three local artists to beautify four traffic signal boxes
- Added several APD License Plate Reader Cameras to help reduce crime and catch criminals
- Added Piedmont Heights street sign toppers throughout the neighborhood
- Designed a neighborhood Walking Tour Map and hosted walking tours & virtual events to celebrate our historic landmarks
- Welcomed new homeowners with hand sanitizer, courtesy of our friends at ASW Distillery
- Partnered with Midtown Atlanta Rotary and Trees Atlanta for park workdays and community tree plantings
- Rallied homeowners to participate in PiHi Alliance "Beautify PiHi" Cleanup Days
- Celebrated our pandemic's Healthcare Heroes with a Luminaries Night
- Added a PiHi Gift Shop with home accessories
- Hosted annual "Fandango" fundraiser events, dine-outs, and more!

# THANK YOU TO OUR 2020 SPONSORS!



# ANNUAL SPONSORS

Four 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 - \$2,500
- Sustaining Sponsor
  - Limited availability - \$1,000
- Impact Sponsor
  - Limited availability - \$500
- Community Sponsor
  - Limited availability - \$250

## 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.
  - 2' x 3' graphic yard sign at Gotham Way Park
- Include your flyer/coupon/swag in Welcome Gift Bags for new homeowners.
  - Meet homeowners and other residents at donation drive events.
  - Highlight your business with our gift card giveaway videos where sponsors announce the month's prize and select the winner
    - The gift card can be for your business, or you can let the winner choose.
  - And more! See the chart on the next page for more details.



# ANNUAL SPONSORSHIP BENEFITS DETAILS

Annual Sponsorships run from January 1–December 31. For sponsors who sign on after January 1, some benefits may be forfeited. We will work with you to maximize your benefits within the remaining time period to the best of our abilities. We're always open to new ideas for how you'd like to be recognized and how we can help you meet your marketing goals with Piedmont Heights!

Contact us at [communications@piedmontheights.org](mailto:communications@piedmontheights.org).

	<b>Presenting Sponsor</b> 1 avail \$2,500	<b>Sustaining Sponsor</b> Limited avail. \$1,000	<b>Impact Sponsor</b> Limited avail. \$500	<b>Community Sponsor</b> Limited avail. \$250	<b>Additional Info</b>
<b>Recognition at Annual Neighborhood Meeting</b>	Yes	Yes	Yes	Yes	In November
<b>Speak (or show Ad) at Annual Neighborhood Meeting</b>	3 minutes				In-Person or Virtual TBD
<b>Email Newsletter Banner Ad</b>	2/Month	1/Month	2/Quarter	1/Quarter	Distributed to 450 Residents, mostly Homeowners
<b>Facebook &amp; Instagram Post/Story</b>	1/Month	2/Quarter	1/Quarter	1/Quarter	550+ Facebook Followers & 450+ Instagram Followers
<b>PHCA Website</b>	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	PiedmontHeights.org
<b>Yard Sign at Gotham Way Park</b>	Yes	Yes	Yes		Your pick of Entrance, Playground, or Pavilion Area
<b>Annual PHCA Tshirt</b>	Large Logo + 3 Shirts	Medium Logo + 2 Shirts	Standard Logo + 1 Shirt	Name (No Logo) + 1 Shirt	45 Shirts Printed in 2020 *Printed once yearly vs on-demand
<b>Info/Swag in New Homeowner Welcome Gift Bag</b>	Yes	Yes	Yes	Yes	Distributed to Approx. 1 Dozen New Homeowners Each Year
<b>Gift Card Giveaway Video Drawing</b>	1/Quarter	2/Year	1/Year		Optional: Be in a short Video Announcement and/or Video Drawing the Winner
<b>Attend Donation Drive Event(s)</b>	Every Event	1 Event/Year			Collect canned goods, books, school supplies, etc. in exchange for donuts & coffee

Please note: We do not share, sell, or lease the Personal Contact Information for our members 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!*



## ***\$250 – Donation Drive Event***

Help us host a charitable event to collect canned goods, school supplies, etc. Connect in person with this engaged community!

## ***\$150 – Gift Card Giveaways***

Each month, we give away gift cards or other fun gifts. We love to showcase our sponsors by including you in videos announcing each month's giveaway and/or selecting the winners. Excellent way to quickly and interactively introduce people to your business and promote time-sensitive specials or events!

## ***\$100 – Annual PiHi T-shirt***

Have your name included on our annual T-shirts. These are available for purchase, and new PHCA members score a free tee!

*\*Note: Opt for one of our Annual Sponsorships to include your logo!*

## ***\$50 – New Homeowner Welcome Gift Bags***

Introduce yourself to our newest homeowners with your flyer, coupon, swag, etc. in our welcome packs that we deliver year-round.



# À LA CARTE BENEFITS

	Donation Drive Sponsor 1/Event \$250	Gift Card Giveaway Sponsor 2/Month \$150	Annual PiHi Shirt Sponsor 20 Opportunities \$100	Welcome Gift Bag Sponsors \$50	Additional Info
Recognition at Annual Neighborhood Meeting	Yes	Yes	Yes		In November
PHCA Website	Yes with name/logo/link	Yes with name/logo/link	Yes with name/logo/link	Yes with name/link	PiedmontHeights.org
Info/Swag in New Homeowner Welcome Gift Bag	Yes	Yes	Yes	Yes	Distributed to Approx. 1 Dozen New Homeowners Each Year
Facebook & Instagram Post/Story	2 Posts/Stories & Optional: Be in a short Video Announcement	2 Posts/Stories & Optional: Be in a short Video Announcement			550+ Facebook Followers & 450+ Instagram Followers
Email Newsletter Banner Ad	1	1			Distributed to 450 Residents, mostly Homeowners
Attend Donation Drive Event(s)	Yes				Collect canned goods, books, school supplies, etc. in exchange for donuts & coffee
Annual PHCA Tshirt			Name Only (no logo) + 1 Shirt		45 Shirts Printed in 2020 *Printed once yearly vs on-demand



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

# DONATE FOR DONUTS DONATION DRIVES

PHCA takes pride in bringing our community together for great causes. During these casual, drop-in events, residents "Donate for Donuts" (and other fun prizes) in exchange for canned goods, toys, books, school supplies, etc.

These events are great opportunities for your business to do good and meet PiHi neighbors in person.

1 Sponsor per event - \$250/ea.  
Or, 2 sponsors can split it - \$125/ea.



# SHOP LOCAL GIFT CARD GIVEAWAYS

PHCA gives away gift cards every month. Some are PHCA members-only while others are for a broader audience on social media.

2 Opportunities each month  
\$150/ea.

# ANNUAL T-SHIRT

The Annual PiHi T-shirt features a unique design each year, with tiered sponsors on the back.

New members get a free t-shirt, and they're on sale for our residents. We printed around 45 shirts in 2020.

À la carte sponsors receive their name (not logo) on the back of the T-shirt. *\*Note: Opt for an Annual Sponsorships to include your logo!*

\$100/ea



2020 T-shirt Design

*\*Sample of tiered layout on back*



# 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.

\$50 for businesses not part of PiHi Alliance