

# ANNUAL PARTNERSHIP

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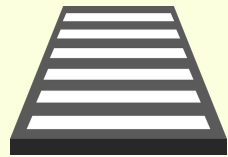
# PROPEL<sup>ATL</sup>

**Because you can help make Atlanta a safe, inclusive, and sustainable city.**



# WHAT WE DO

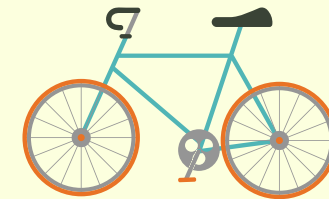
Propel ATL works to transform Atlanta's streets into safe, inclusive, and thriving spaces for people to ride, walk, and roll.



**Advocate for life-saving street infrastructure to make Atlanta safer for those biking, walking, and scooting.**

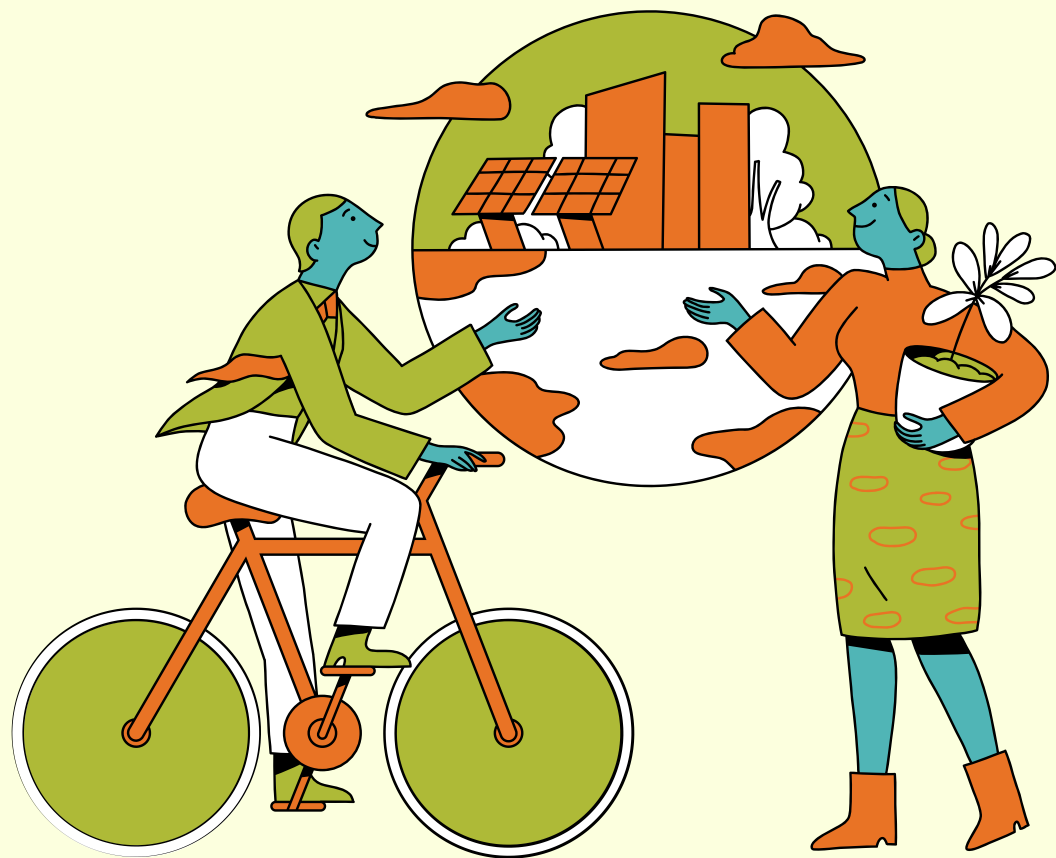


**Champion improved public transportation access in Atlanta, calling for frequent and reliable service.**



**Bring the joy of bike riding to Atlanta communities, improving health and increasing access to jobs and opportunity.**

# ACHIEVEMENTS



## **Advocated for infrastructure improvements**

including 3+ miles of protected bike lanes in Downtown Atlanta, a new section of the Trolley Line Trail, and safety improvements on DeKalb Avenue, Hollowell Parkway, and Memorial Drive.

## **Founded Atlanta Streets Alive in 2010**

and successfully transitioned the event series to an official City of Atlanta open streets initiative in 2023, temporarily turning streets into car-free spaces for people to bike, walk, dance, and play each month.

## **Initiated the City of Atlanta E-Bike Rebate Program**

to make electric-assist bikes more accessible to Atlanta residents with 75% of the funds going to income-qualified participants.

## **Fought to keep MARTA Five Points station open**

for pedestrian, ADA, and bus access during construction, securing continue street-level and elevator access for the duration of the project.

## **Championed multiple pedestrian safety policies**

including No Turn on Red legislation, Leading Pedestrian Intervals (LPIs) implementation, and a street safety amendment to the \$120M World Cup Bond.

# OUR PROGRAMS

## Atlanta Families for Safe Streets

We organize family members and those involved in crashes to advocate for policies and infrastructure projects to prevent crashes and save lives.

[LEARN MORE](#)

## Community Advocacy

Through a network of transportation and mobility advocates from across Atlanta, we share resources, connect with local leaders and officials, and build relationships with other advocates as we fight for safe street policies.

[LEARN MORE](#)

## Atlanta Safe Streets & Transit Coalition

Atlanta companies, nonprofits, and community groups come together to effect powerful change for safer streets and better transit in our city.

[LEARN MORE](#)

## Walk ATL

This is a community-based advocacy and safety training program that increases a neighborhood's residents' capacity to advocate for safe, equitable, and accessible pedestrian spaces.

[LEARN MORE](#)

## Bike ATL

We provide free bike safety education, give away free bikes and safety equipment, and collaborate with the Atlanta Department of Transportation to host Atlanta Streets Alive.

[LEARN MORE](#)



# BLINKIE AWARDS

Propel ATL's annual fundraiser to celebrate some of Atlanta's most dedicated sustainable transportation advocates.

In addition to inspirational stories from our award winners, we have music, food and drinks, bike valet, 250+ guests, a silent auction, and door prizes representing our bike/walk/roll/transit mission.

Sponsors will enjoy tickets to the event, brand recognition, social media coverage, highlights in our newsletter, and features on our website.

Date: May 8, 2026

Location: Wild Heaven - West End

# COMMUNITY CELEBRATION EVENT

A gathering to celebrate and thank the volunteers and advocates who make our work possible. This event brings together our community to honor their contributions and strengthen connections.

Sponsors of this event will enjoy brand visibility among our dedicated supporter base and a unique opportunity to highlight their support for community engagement and grassroots impact.

Date: Fall 2026



# OUR COMMUNITY

Propel ATL supporters include passionate cyclists, pedestrians, transit riders, runners, families across metro Atlanta, public officials, academics, planners and architects, community organizers, neighborhoods, and local business owners.

**15,000**

people on our  
newsletter list



**40,000**

combined followers  
across Instagram,  
Facebook, Threads,  
and LinkedIn

**3,900**

average monthly  
website viewers

**450**

annual event  
attendees

**2,600**

annual bike class  
students

We envision an Atlanta where everyone can move safely, easily, and sustainably throughout the city.

**Join us. Become a Propel ATL Annual Partner.**

Help advocate for life-saving infrastructure and create a more green, equitable, and mobile Atlanta.

**PATRON**  
\$3,000

**INNOVATOR**  
\$6,000

**VISIONARY**  
\$12,000

**TRAILBLAZER**  
\$20,000

*Why sponsor at the Patron level?*

Show your support for Propel ATL at the Blinkie Awards and share your passion with your team.

**Supports close to 100 hours of pedestrian safety and walk audit engagement.**

*Why sponsor at the Innovator level?*

Gain a social media spotlight, sponsorship of two events, and the chance to host a bike ride for your team.

**Helps outreach and engagement to nearly 500 transit riders.**

*Why sponsor at the Visionary level?*

Feature in our high-open-rate newsletter, increase your event benefits, and participate in an impactful volunteer experience with your team.

**Contributes to free bike safety classes for close to 800 people.**

*Why sponsor at the Trailblazer level?*

Receive premier event benefits, participate in three team building opportunities, and help lead the movement for safer streets.

**Enables 700 hours of safe streets advocacy and community engagement.**

**EVENT PRESENCE**

*Event-specific benefits available separately*

- Fourth level **Blinkie Awards** sponsorship

- Third level **Blinkie Awards** sponsorship
- **Community celebration event** sponsorship

- Second level **Blinkie Awards** sponsorship
- **Community celebration event** sponsorship

- Top level **Blinkie Awards** sponsorship
- **Community celebration event** sponsorship

**BRAND VISIBILITY**

- Logo on Propel ATL's sponsor page as an annual sponsor

- **Patron benefits +**
- Annual company spotlight on Propel ATL's social media

- **Patron and Innovator benefits +**
- Co-brand a blog for the newsletter

- **Patron, Innovator, and Visionary benefits +**
- Logo on Propel ATL's annual impact report

**TEAM BUILDING**

- Employee engagement event: Lunch and learn session

- Employee engagement event choice of:
  - Lunch and learn session
  - OR Hack Your Commute to Work class

- Employee engagement event choice of:
  - Lunch and learn session
  - Hack Your Commute to Work Class,
  - OR audit of bike parking

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  - Lunch and learn session
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Interested in a customized partnership level? Tell us your goals, and we'll work together to find the perfect fit!



**THANK YOU!**

Interested in becoming a Propel ATL Annual Partner?

**EMAIL US AT [DEVELOPMENT@LETSPROPELATL.ORG](mailto:DEVELOPMENT@LETSPROPELATL.ORG)**