

A photograph of a city street during a 'Streets Alive' event. In the foreground, a white banner is stretched across the street, held up by orange plastic barriers. The banner features the 'Atlanta Streets Alive' logo, the slogan 'ENJOY OUR STREETS!', the slogan 'STOP ON RED.', and the City of Atlanta Department of Transportation logo. A person in a high-visibility vest is visible on the right side of the banner. In the background, a crowd of people is walking and cycling on the street. A green street sign for '4th St' is visible in the distance. The overall scene is bright and sunny.

*Atlanta* **STREETS**  
**ALIVE**

# SPONSORSHIP PACKAGE

JANUARY - DECEMBER  
2026

photographed by Ari Edlin

# INTRODUCTION



photographed by Ari Edlin



## Grow your fanbase by supporting one of Atlanta's most engaging community events!

Atlanta Streets Alive temporarily transforms the streets of Atlanta into vibrant car-free zones, encouraging people to walk, bike, skate, and explore the city in a new way. It's more than just an

event –it's a celebration of healthy living, sustainability, and community building, with thousands of Atlantans participating each year. Be part of this transformative experience!

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# WHY SPONSOR ATLANTA STREETS ALIVE?

Atlanta Streets Alive attracts an enthusiastic, deeply engaged audience of approximately 15,000 attendees per event, all keen to connect with their city, local organizations, and businesses. Sponsoring Atlanta Streets Alive is an ideal way to promote your brand, showcase your commitment to the community, and create lasting connections with your target audience.



# CONNECTING ATLANTA



photographed by Ari Edlin

## 2025 HIGHLIGHTS:



**58,625**

ANNUAL ATTENDEES



**5**

MONTHLY EVENTS



**9**

NEIGHBORHOODS CONNECTED



**15 MILES**

OF STREET OPENED AND COUNTING



**100**

AVERAGE ACTIVITY PARTNERS PER EVENT <sup>05</sup>

# Atlanta Streets Alive transforms our city streets into vibrant, car-free spaces where everyone can play, move, and connect.

## WHAT WE DO



For cyclists, scooters, and skaters



For families, friends, and four-legged companions



For explorers, makers, and entrepreneurs



For dancers, artists, and musicians

WHY WE DO IT



photographed by Ari Edlin



photographed by Ari Edlin

As Atlanta's population rapidly grows, this event is part of a city-wide initiative to support varying modes of transportation, enhance public health, and reconnect neighborhoods divided by car-centric infrastructure.

Atlanta Streets Alive brings together communities to celebrate our shared streets and fosters a healthier, more connected future for our city.

# WHAT PAST PARTNERS HAVE SAID:



photographed by Art Edit

# WHY WE DO IT

"These special days have proven to be transformative moments when Midtown truly comes alive, creating an electric atmosphere where community connections flourish and the district pulses with an undeniable energy that makes it feel safer, more welcoming, and utterly magical."

*Ansley Whipple*  
Midtown Alliance

"Congratulations and thank you for hosting ATL Streets Alive. My staff is reporting that the street was packed, and we had extremely high volume of traffic in/outside the store. We did double in sales than we usually do on Sundays."

*Ashley Buzzy*  
owner of Press Shop

"I am a regular biker, and I finally felt SAFE on the road!... I went from end to end (Cascade to Cherokee) and had lunch, got ice cream, saw many friends and peers while out. We have so many streets for cars, it's so amazing to see what it's like when just one of them belongs to pedestrians."

*2024 survey attendee*

"I love Streets Alive! I stop at all the businesses to talk and see what info and stuff everyone has. It's such a great way to learn about the community. I have seen so many things I now use regularly from Streets Alive. I love the food and drink options. I loved the art show feature as well. I love the free little stuff."

*2025 survey attendee*

"I felt like I experienced more of the culture of Atlanta and these events draw out a diverse group of people. I also love that the roads are closed so we get a taste of what a walkable or bikeable city feels like. Also, when you take the time to slow down and walk, you get to see the health of the neighborhood - what needs to be revitalized, what's thriving."

*2024 survey attendee*

WHY WE DO IT



photographed by Ari Edlin

**38,000**

FOLLOWERS ACROSS ALL SOCIAL PLATFORMS

**100+**

ACTIVITY PARTNERS PER EVENT

**15,702; 34%**

EMAIL SUBSCRIBERS; OPEN RATE

**4,000**

WEBSITE VISITORS ON ATLANTA STREETS ALIVE SUNDAYS

**24,903**

ATLANTA STREETS ALIVE MINUTES LIVESTREAMED

**146K IG; 145.6K FB**

TOTAL SOCIAL MEDIA IMPRESSIONS

# SOCIAL MEDIA

## INSTAGRAM

**Followers** – 17,100

### 30-DAY STATS

Over 57,000 accounts reached

Over 221,000 views

3,306 content interactions

### 90-DAY STATS

Over 98,000 accounts reached

Over 595,000 views

11,455 content interactions

Top post - 84k views

Top sponsored post - 29k views

Huge follower spikes on ASA days

## FACEBOOK


**Followers** – 23,000

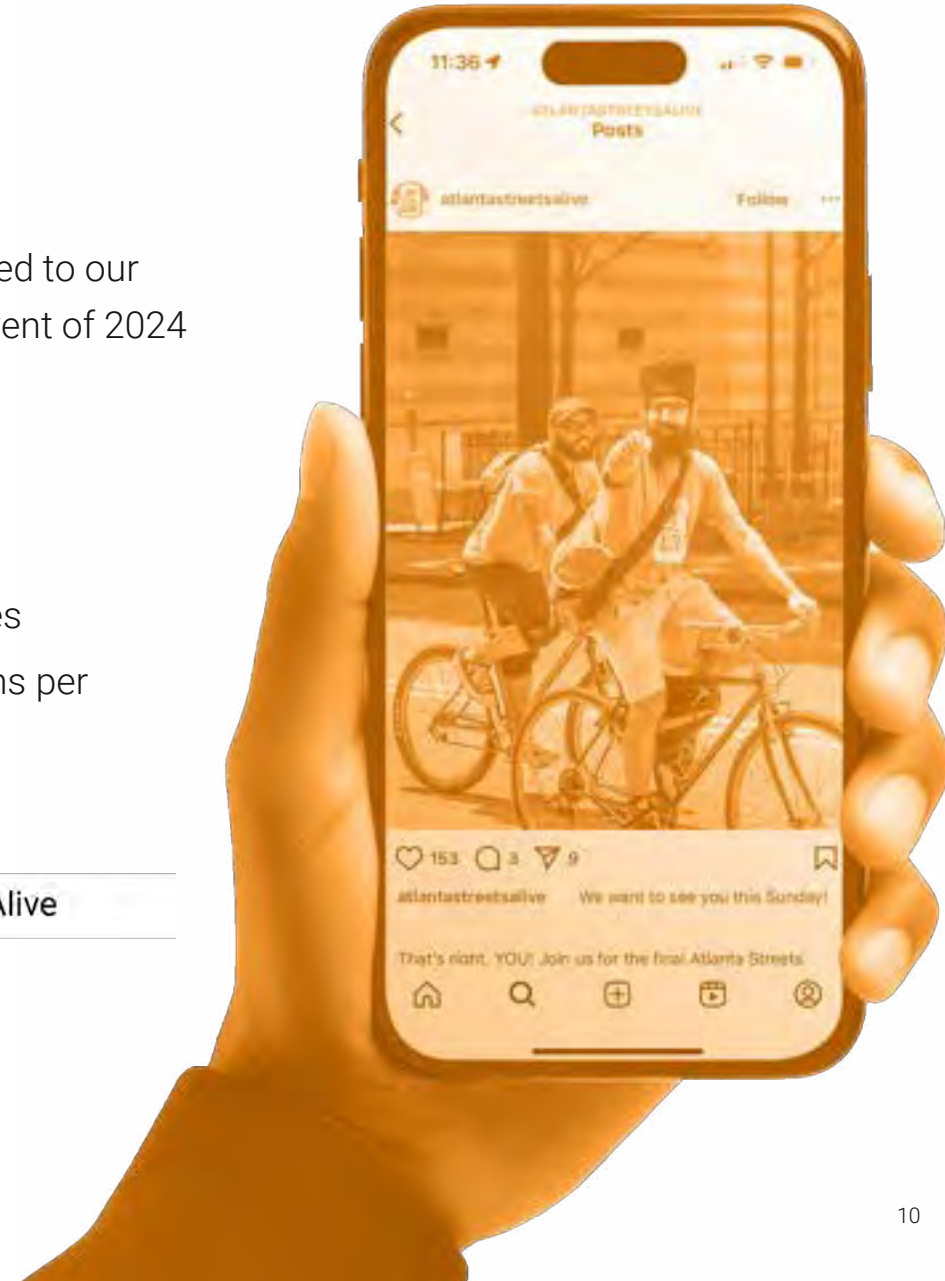
4,000 people responded to our first ASA Facebook event of 2024

## ASA RADIO

24,903 listener minutes

100 average live listens per stream

 @AtlantaStreetsAlive



## SURVEY DATA

**71%** of attendees surveyed made at least one purchase

**55%** age 18 - 34

**38%** age 35 - 54

**32%** biked or scooted to ASA

**27%** walked or ran to ASA

**18%** took MARTA to ASA

Only **22%** drove a personal vehicle

**61%** hear about ASA through social media



# 2025 EVENT DATES & ROUTES

## MIDTOWN TO DOWNTOWN

Peachtree Street from 15<sup>th</sup> Street to Alabama Street

April 27, June 18, and September 14

## WEST END TO GRANT PARK

Ralph David Abernathy Boulevard and Georgia Avenue from Langhorn Street to Cherokee Avenue

May 18 and October 26



# TENTATIVE 2026 EVENT DATES & ROUTES

## MIDTOWN TO DOWNTOWN

Peachtree Street (15<sup>th</sup> Street to Alabama Street)

April 19, June FIFA Date, September 27, 2026

## WEST END TO GRANT PARK

Ralph David Abernathy Boulevard/Georgia Avenue  
(Langhorn Street to Cherokee Avenue)

May 31, October 18, 2026

## MLK BELTLINE TO BROAD

Mitchell St (Strafford Street SW and MLK to Mitchell  
Street and Broad Street)

March 22, June FIFA Date, 2026



## WESTSIDE STRIDE PARTNERSHIP

Howell Mill (17<sup>th</sup> to Tech Pkwy)

November 8, 2026

# ATLANTA STREETS ALIVE SPONSORSHIP LEVELS AND OPPORTUNITIES



## \$28 – INDIVIDUAL DONATION

### ARTIST-DESIGNED T-SHIRT OR POSTER

Support ASA with a \$28 purchase of a limited-edition T-shirt or poster. Past designs included beloved local artists Nicole Kang Ahn (@nicolekangahn) Lisette Correa (@arrtaddict), and Elaine Stephenson (@artsy\_elaine). Showcase your love for ASA while supporting Atlanta's creative community!



photographed by Ari Edlin

## \$1,000 SPONSORSHIP LEVEL

### **Pedal Pusher:**

- Recognition on the Atlanta Streets Alive website under higher sponsor logos
- Inclusion in one social sponsor post, tagged in comment
- Feature on event map with linked logo
- Two ASA artist-designed T-shirts
- ASA radio livestream announcement inclusion
- Priority activity location selection for your 10ft x 10ft activation



## \$10,000 SPONSORSHIP LEVEL

### Rolling Forward:

- Recognition on the Atlanta Streets Alive website homepage
- One dedicated social post with a logo, then a second shoutout with a tag in a caption after the event
- Naming rights for a designated event facility (performance space, hydration station, etc.) i.e. "Atlanta Streets Alive, [Date], Hydration Station generously supported by [Your Company]"
- Custom-branded signage at the facility
- Feature on ASA event map with a linked logo
- Acknowledgment in event press releases and marketing materials
- Four ASA artist-designed T-shirts
- Logo printed on the back of ASA T-shirt



## \$25,000 SPONSORSHIP LEVEL

### Pace Setter:

- Recognition as a “Presenting Sponsor” in all event promotions (i.e., “Thank you to [Your Company] Presenting Sponsor at Atlanta Streets Alive, [Date]”).
- Prominent custom signage and branding throughout the event
- Opportunity to create and brand a designated activity zone or engagement area 20ft x 20ft large
- Logo featured on ASA map, website, and all marketing materials
- One dedicated social post with a logo, story post during the event, and a tag in a caption after the event
- Inclusion in ASA press releases as a presenting sponsor
- Six ASA artist-designed T-shirts
- Logo prominently printed on the back of ASA T-shirt



photographed by Bradley Strickland / Music in the Park

## \$50,000 SPONSORSHIP LEVEL

### Trailblazer, Title Sponsor

- Exclusive Naming rights for the entire event (i.e. "Atlanta Streets Alive, [Date], Presented by [Your Company]")
- Brand integration throughout the event, including route maps and signage
- Opportunity to create and brand a designated activity zone or engagement area 50ft x 50ft large
- Logo feature on all digital, print, and press materials as the title sponsor
- Dedicated social media campaign to promote your brand leading up to and during the event
- Ten ASA artist-designed T-shirts
- Logo prominently printed on the front of ASA T-shirt

## SPONSORSHIP



## \$500,000 SPONSORSHIP LEVEL

### Season Title Sponsor

- Exclusive Naming rights for the entire event season (i.e. "Atlanta Streets Alive, [Year], Presented by [Your Company]")
- Brand integration throughout the event season, including route maps and signage
- Season-long opportunity to create and brand a designated activity zone or engagement area 50ft x 50ft large
- Logo feature on all digital, print, and press materials as the title sponsor
- Dedicated social media campaign to promote your brand for the duration of the season
- Logo prominently printed on the front of ASA T-shirt

photographed by Bradley Strickland / Music in the Park



## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### Open Streets Champion:

- Bike Valet Sponsor (\$3,000): Sponsor 1 bike valet station per event, that provides free bike valet to eventgoers at a key location on the route; branded sponsor signage
- Pedicab Sponsor (\$5,000): Sponsor ASA-branded pedicabs that provide free rides to eventgoers throughout the route
- Cultural Activation Sponsor (\$12,000): Support micro grants to artists and activity partners for route specific programming



photographed by Ari Edlin



## WHY PARTNER WITH US?

Sponsoring Atlanta Streets Alive not only strengthens your brand's visibility but also demonstrates your commitment to fostering a connected, vibrant, and sustainable community.

This is a one-of-a-kind event series that invites Atlantans to rethink how they use public space and interact with their neighborhoods—and your company can help make it happen.

# CONTACT

For further information, questions, or sponsorship opportunities, please contact:

**ROMY MALOON**

**[Click here to schedule a call.](#)**

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Join us in transforming Atlanta's streets into pathways for community, sustainability, and fun!