



Sponsorship Opportunities

The Blinkie Awards – An Event for Propel ATL

Propel ATL—formerly the Atlanta Bicycle Coalition and PEDS—is thrilled to announce our annual Blinkie Awards celebration on Wednesday, May 3, 2023, at 6 PM at The Eastern in Atlanta’s Reynoldstown neighborhood.

Propel ATL envisions an Atlanta where everyone moves safely and easily throughout the city. We work in partnership with communities to make Atlanta streets safer for everyone by advocating for infrastructure for people walking or running, biking, taking transit and using scooters or wheelchairs or other forms of active transportation. We provide free bike education programs, and our advocacy programs provide training, strategic support, technical assistance, and resources to support communities and families who advocate for policies and infrastructure projects that prevent crashes and save lives.

The 2023 Blinkie Awards offers sponsorship opportunities to organizations and businesses who wish to show their support for Atlantans who bike, walk, take transit, run—and use wheelchairs, strollers, skateboards, rollerblades, and more.

Propel ATL’s audiences include:

- An average of 6,000+ viewers of our website per month
- An email listserv of over 16,000 people
- A Facebook audience of nearly 15,000 people
- A Twitter audience of nearly 11,000 people
- An Instagram audience of over 14,000 people

Propel ATL advocates and supporters include passionate cyclists, pedestrians, transit riders, runners, families across metro Atlanta, public officials, academics, planners and architects, and more.

Event Details

2023 Blinkies Awards
Wednesday, May 3, 2023, at 6 PM at The Eastern
Expected attendance: 200



Sponsorship Levels

Presenting¹ \$15,000+ 1 available	<ul style="list-style-type: none"> - Recognized as presenting sponsor, with a link to your company's website and logo, on Propel ATL's website for one year and in the most prominent location on the event website - Opportunity to include a brief video on your organization of up to 60 seconds to be shown during The Blinkie Awards² - Recognized as presenting sponsor on Propel ATL's social media, including a tag or link to your organization, in at least 2 separate posts on 4 platforms - Recognized as presenting sponsor in at least 3 dedicated pre-event emails, 3 newsletters, 1 post-event email, and 1 post-event newsletter - Includes admission for 12 people to the Blinkie Awards
Luminary \$10,000 2 available	<ul style="list-style-type: none"> - Recognized as a sponsor, with a link to your company's website and logo, on Propel ATL's website for one year and in a prominent location on the event website - Opportunity to include a brief video on your organization of up to 60 seconds during the Blinkie Awards³ - Recognized as a sponsor on Propel ATL's social media, including a tag or link to your organization, in at least 2 separate posts on 4 platforms - Recognized as a sponsor in at least 3 dedicated pre-event emails, 3 newsletters, 1 post-event email, and 1 post-event newsletter - Includes admission for 10 people to the Blinkie Awards
Collaborator \$5,000	<ul style="list-style-type: none"> - Recognized as a sponsor, with a link to your company's website and logo, on Propel ATL's website for one year and in a prominent location on the event website - Recognized as a sponsor on Propel ATL's social media, including a tag or link to your organization, on 4 platforms - Recognized as a sponsor in at least 3 dedicated pre-event emails, 3 newsletters, 1 post-event email, and 1 post-event newsletter - Includes admission for 8 people to the Blinkie Awards
Champion \$2,500	<ul style="list-style-type: none"> - Recognized as a sponsor on the event website - Recognized as a sponsor on Propel ATL's social media, including a tag/link - Recognized as a sponsor in at least 3 dedicated pre-event emails, 3 newsletters, 1 post-event email, and 1 post-event newsletter - Includes admission for 6 people to the Blinkie Awards
Advocate \$1,000	<ul style="list-style-type: none"> - Recognized as a sponsor on the event website - Recognized as a sponsor on Propel ATL's social media, including a tag/link - Recognized as a sponsor in pre- and post- event emails and newsletters - Includes admission for 4 people to the Blinkie Awards

¹ Market exclusivity provided at this level

² Propel ATL is unable to offer video production or editing services. We reserve the right to refuse videos with offensive or overtly political content.

³ See previous footnote.



Timeline

The deadline for sponsorship registration is **Wednesday, April 26**. (Sponsorships will be accepted after this date, but we may not be able to guarantee all sponsor benefits, such as inclusion in pre-event communications.)

For sponsorship levels that include video submission, the deadline for sending in those videos is **Wednesday, April 12**.

To sponsor the 2023 Blinkie Awards, for questions, or if you would like to discuss a custom sponsorship package, please email development@letspropelatl.org.