

OPEN
HOUSE
ATLANTA

2019 Sponsor Prospectus



BUILD RELATIONSHIPS

Connect with other professionals during our opening festivities. Sponsors, owners, architects, community officials, press and the general public are expected to attend. Meet with and build new relationships with prospective customers.



BUILD YOUR BRAND

Promote your company or organization across the design+build community and other potential customers with our brand exposure benefits and establish your unique position in one of the fastest-growing cities in the United States.



BUILD YOUR BUSINESS

With a multitude of opportunities to get your brand out to the right people: the heart of our partnership with our sponsors is making important connections so you can get deals done.

Atlanta's Premier
Architecture Festival

Sponsorship Levels

Imagine the impact on the public as they tour the studio in an architecture firm, hidden rooftop hideaways, the catacombs underneath a turn-of-the-century skyscraper, or a behind-the-scenes tour of a restaurant or theater. Great design doesn't have to be a mystery open to just a select few in our communities. Open House Atlanta is all about making architecture, interior design, and public planning accessible and understandable to the general public – and clearly demonstrating the contributions the built environment makes to society. It's your chance to brag about how your business is contributing to the journey of Atlanta as a world-class city.

OUR TARGET

Open House Atlanta will take place **October 19-20**, and in our third year we anticipate the participation of 50+ buildings and public spaces along the Peachtree Corridor, through the heart of the city. The event invites the public to explore new buildings and the culture of those communities, learn the history and stories of each distinct building and space, and gain a better understanding of how the built environment informs the fabric of our city.

And best of all, OHATL is completely free-of-charge—no registration or tickets are needed.

THE OPPORTUNITY

We invite you and your company to join us as a sponsor in our third year, and invest in what we are certain will become one of the most popular public festivals in Atlanta in the years to come. Connect your brand to ours and reach a broad, diverse audience interested in architecture, design, public spaces, and the development decisions that make Atlanta a special city.

SKYLINE PRESENTING SPONSOR

\$10,000

Our Skyline Sponsorship is exclusively designed for our premier partner offering the highest level of brand exposure. It includes premier sponsorship of the Open House Kickoff Party. OHATL will tailor a program to meet your 's needs at one of our site participants.

CITY SPONSOR

\$5,000

The City Sponsorship is designed for our valued partners and tightly integrates on-site and pre-event marketing to maximize branding awareness throughout the event. Opportunities to host programming at select locations.

DESIGN SPONSOR

\$2,500

The Design Sponsorship is ideal for companies looking for heightened brand presence. Prominent placement in social posts and printed materials and opportunities to host programming at select locations.

COMMUNITY SPONSOR

\$1,000

The Support Sponsorship provides companies/organizations with opportunities to showcase their partnership in the growth of Atlanta's architecture and design through named support on printed materials and social media.

FRIEND OF OPEN HOUSE

ANY DOLLAR AMOUNT

Become a friend of Open House with your sponsorship of any dollar amount. Your support will be acknowledged on all printed and electronic mediums unless declined.

Sponsorship at a Glance

As an Open House sponsor, you will be able to join the conversation and showcase your commitment to design quality and to the City of Atlanta. Promote your brand to thousands and extend your network to the connections that matter most.

NEW INSIGHTS

Whether you are an architecture firm, a structural engineering firm, a construction company or program management consultant, or just a design-lover, your interest in the built environment and those that inhabit it is clear. Explore new sides of your brand and start a conversation on quality and design aesthetics.

| BENEFITS | SKYLINE \$10,000 | CITY \$5,000 | DESIGN \$2,500 | SUPPORT \$1,000 | FRIEND |
|--|---------------------|-----------------|-------------------|--------------------|--------|
| Title Sponsor for 2019 (1 available) | X | | | | |
| Company logo on all printed marketing materials | X | | | | |
| Prominent logo and branding on all OHATL communications | X | | | | |
| Opportunity to host during select OHATL programming events | X | X | | | |
| Banner advertisement on OHATL website main page | X | | | | |
| Premier placement of logo and name credit in event guide and on t-shirt | X | | | | |
| Company logo and link on OHATL website | X | | | | |
| Company Name/Individual Name or Family Name listed in event guide and on t-shirt | | X | X | X | X |
| Name and link listed on OHATL website | X | X | X | X | |
| Advertisement in official event guide | FULL PAGE | 1/2 PAGE | 1/4 PAGE | | |
| Prominent logo position in all non-exclusive social media and email communications | X | | | | |
| Exclusive sponsor highlights on social media | 4 | 2 | | | |
| Logo included in all email communications | X | X | X | | |

Application

Please fill out this application and send via email or mail to the contact below. An online application and payment processor can be found at: www.ohatl.org/sponsorship

SPONSORSHIP LEVEL

_____ **SKYLINE** - \$10,000

_____ **CITY** - \$5,000

_____ **DESIGN** - \$2,500

_____ **COMMUNITY** - \$1,000

_____ **FRIEND** - \$_____

_____ **I prefer to make this donation anonymously.**

*Please provide mailing address below for your donation letter.

SPONSOR INFORMATION

COMPANY/INDIVIDUAL NAME _____

CONTACT NAME, TITLE _____

MAILING ADDRESS _____

CITY, STATE, ZIP _____

WEBSITE _____ **PHONE** (_____) _____ - _____

EMAIL _____

BILLING INFORMATION

This form ensures that we'll receive and acknowledge your sponsorship quickly and easily. And don't worry—no financial records are kept with Open House Atlanta. All credit card information is redacted and the original is disposed of responsibly. Prefer to send in a CHECK? Make all checks payable to "Open House Atlanta" mailed to 50 Hurt Plaza SE, Suite 109, Atlanta, GA 30303.

NAME ON CARD _____

CREDIT CARD # _____

EXP DATE ____ / ____ **CVV** (3 or 4 digit code) _____ **BILLING ZIP** _____

Questions? Concerns? Visit www.ohatl.org

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Architecture Festival