



# PIEDMONT PARK CONSERVANCY



## 2023 Picnic For Piedmont Park Opportunities

**Become a Keeper of Piedmont Park.**  
[piedmontpark.org](http://piedmontpark.org) | 404-875-7275  
P.O. Box 570355 | Atlanta, GA 30306





## Become a Corporate Sponsor

# Join us for a Picnic in the Park!

By supporting Picnic for Piedmont Park your company will enjoy many benefits while also having the opportunity to unwind and connect during a lovely evening in the park with a catered picnic, seasonal cocktails, games and more!

The Piedmont Park Conservancy, a nonprofit organization, raises over \$4 million annually to preserve and enhance the Park, keeping it safe, clean and green. Partnering with the Conservancy means supporting a vital civic amenity benefiting the community, businesses, schools, neighbors and patrons alike. All of the funds raised for Picnic in the Park will directly support the Park, Atlanta's Green Heart!



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**200+**

Acres of  
Greenspace

**6 Million**

Visitors Each Year

**11K+**

Average  
Daily Visitors

**35K**

Monthly  
Website  
Visitors

## Local Visitor Origin

**\$90,627**

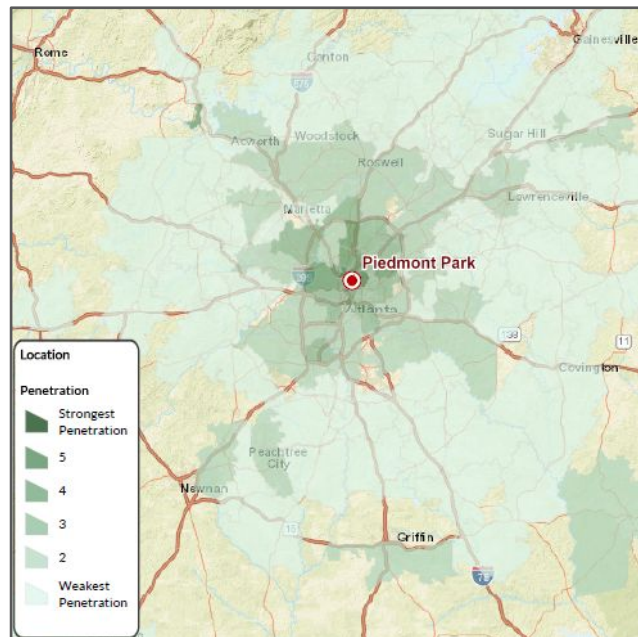
Avg. Household Income

**32%**

Income \$100K+

**46%**

College Degree or Higher



**59%**

Racial Diversity

**51% / 49%**

Male

Female

**43.8**

Average Age

## Picnic for Piedmont Park Reach

**500**

Estimated  
Attendance

**14K+**

e-Newsletter  
Recipients

**100K**

Event Email  
Recipients

**46K**

Instagram

**25K**

Facebook

**Social Media Followers**

\*2020-2021 Statistics

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# PICNIC FOR PIEDMONT PARK

## Corporate Sponsor Benefits

### **\$25,000 Presenting Sponsor**

- 20 Tickets to Picnic for Piedmont Park (10 baskets for 2)
- Picnic for Piedmont Park Presented by “Company Name”
- VIP Reserved seating area
- Event Category Exclusivity
- Large Logo recognition on event website and email campaign
- 2 social media mentions on PPC social channels
- Large Logo recognition on in-park signage (2 weeks around event date)
- Large Logo recognition on day of event signage
- Logo Placement in Picnic basket program for all event attendees
- Recognition from emcee on event night
- Opportunity to place small, branded item in event picnic baskets to all guests OR opportunity to provide co-branded baskets to guests
- Recognition in 2022 Annual Report

### **\$10,000 Platinum Sponsor**

- 14 Tickets to Picnic for Piedmont Park (7 baskets for 2)
- Reserved seating area
- Large Logo recognition on event website and email campaign
- 2 social media mentions on PPC social channels
- Large Logo recognition on in-park signage (2 weeks around event date)
- Large Logo recognition on day of event signage
- Logo Placement in Picnic basket program for all event attendees
- Recognition from emcee on event night
- Opportunity to place small, branded item in event picnic baskets to all guests OR opportunity to provide co-branded baskets to guests
- Recognition in 2022 Annual Report

### **\$5,000 Gold Sponsor**

- 10 Tickets to Picnic for Piedmont Park (5 baskets for 2)
- Reserved seating area
- Logo recognition on event website and email campaign
- 1 social media mention on PPC social channels
- Logo recognition on mailed event invite (if agreed upon 60 days prior)
- Logo recognition on in-park signage (2 weeks around event date)
- Logo recognition on day of event signage
- Logo Placement in Picnic basket program for all event attendees
- Recognition from emcee on event night
- Opportunity to place small, branded item in event picnic baskets to all guests
- Recognition in 2022 Annual Report

### **\$2,500 Silver Sponsor**

- 8 Tickets to Picnic for Piedmont Park (4 baskets for 2)
- Logo recognition on event website and email campaign
- Logo recognition on mailed event invite (if agreed upon 60 days prior)
- Logo recognition on in-park signage (2 weeks around event date)
- Logo recognition on day of event signage
- Name Placement in Picnic basket program for all event attendees
- Opportunity to place small, branded item in event picnic baskets to all guests
- Recognition in 2022 Annual Report

### **\$1,500 Bronze Sponsor**

- 6 tickets to Picnic for Piedmont Park (3 baskets for 2)
- Name recognition on event website
- Name recognition on day of event signage
- Name Placement in Picnic basket program for all event attendees
- Recognition in 2022 Annual Report