



2026 SPONSORSHIP OPPORTUNITIES

Showcase your organization to targeted audiences who have a vested interest in Downtown Atlanta. These unique opportunities show your commitment to the community by aligning your brand with CAP's mission.

Flagship Events:

CAP Annual Meeting & Awards Celebration

\$2,500-\$20,000

The annual meeting is our flagship event and one of the most influential civic meetings in Atlanta. 750-800 attendees.

CAP & ADID Annual Town Hall

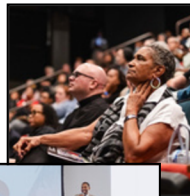
\$5,000

Biannual event that provides public updates on Downtown Atlanta economic development, capital projects, homeless outreach, art and activation; crime and public safety. 150-200 attendees.

State of Downtown Event

\$5,000

This event celebrates the release of our annual State of Downtown report that gives exclusive insights into Downtown's growth, employment and talent pipelines, real estate, visitation and major developments. Previous speakers include Mayor Andre Dickens, Maurice Cox, and Courtney English.



Member Events:

Member Briefings

\$2,500

These informational sessions present timely updates on CAP's work in economic development, transportation, public art, homelessness, and more. 75-100 attendees.



CAP Member Mixer

\$1,500

Networking opportunity for members, including light bites and drinks. Opportunity to welcome attendees and speak briefly about your business. 50-75 attendees.



CAP Marketing Roundtables

\$1,000

An informal monthly gathering of Downtown professionals offering attendees the chance to network with fellow members, share upcoming events, and grow organic collaborations. 30-40 attendees.

Operations & Supportive Services:

Here to Help Brochure

\$2,500 per quarter

Help those experiencing poverty and homelessness receive the critical resources they need. This brochure lists local food banks, shelters, and other services available Downtown and is distributed to Downtown hotels and offices across the district.

Operations Team Uniforms

\$25,000 per year for a three-year commitment

Align your brand with the hardworking safety and clean operations teams stewarding our public spaces. Your company's logo appears on the uniforms of our Clean and Public Safety Ambassadors, the most visible members of our organization.



Operations Team Vehicles

\$25,000 per year for a three-year commitment

Show your company's commitment to Downtown by featuring your brand on our fleet of 23 vehicles, from vacuum trucks to trikes and bikes; security vehicles to power wash trailers; your brand will cover every corner of the Downtown Atlanta District.



Placemaking & Beautification:

Placemaking Activations

\$5,000-\$10,000

From art installations and holiday activations to lunchtime concerts and community markets, these free events add fun and excitement to public spaces like Woodruff Park and the Broad Street Boardwalk.

Daffodil Project

\$2,500

Join in the global effort to build a living memorial to the Holocaust. Each year, our team plants daffodils between the Center for Civil and Human Rights and the King Center, with over 275,000 bulbs planted to date.



Native Plants Pocket Gardens Initiative

\$2,500-\$20,000

Help us create a network of native plant gardens that serve as pathways of wellness, biodiversity, and community connection throughout Downtown.



Retail Ready Business Accelerator

\$10,000-\$100,000

Empower small business owners to transition into storefront locations within Downtown Atlanta. Program offers business owners education, introductions, and personalized assistance. 15 participating businesses per cohort.

Digital:

Atlanta Downtown Website

\$5,000

Showcase your brand on every page of our website, visited by over 40,000 users per month.



Investment Map

\$5,000

Our investment map is an up-to-date resource showing Downtown's major developments that are underway, planned, or recently completed. Available online and in print, the map is one of our most requested pieces of collateral when talking to CAP members and stakeholders.

Be Downtown Newsletter

\$4,800/year

- 12 monthly editions sent per year to 10,400+ subscribers
- Average open rate: 31.9% (Industry average: 25.6%)
- Features events and activities occurring in Downtown Atlanta
- Name, logo, and website on each newsletter
- Premium placement of your organization's events, news, or messaging

Downtown Navigator Newsletter

\$3,750/year

- 50 weekly editions sent per year to 6,700+ subscribers
- Average open rate: 32.1% (Industry average: 25.6%)
- Features events that will impact transportation in and around Downtown Atlanta as well as transportation and community news
- Premium placement of your organization's events, news, or messaging
- Name, logo, and website on each newsletter

