



MIDTOWN ALLIANCE EVENTS

Sponsorship Opportunities

Show your company's enthusiasm for Midtown.

Get your brand in front of thousands of workers, residents and visitors who spend time here.

Here's how. →

MIDTOWN[®]
Alliance

IN THE HEART OF IT ALL

On a typical day,
more than 105K residents,
workers, business leaders
and visitors spend time
in the Midtown
Improvement District.

And we can help you
reach them.

Midtown Alliance has a 50-year reputation
for creating a vibrant urban experience
on the ground.

We produce a robust schedule
of popular events and programming
annually to strengthen our community.

And our work has built a sizable following
of enthusiastic fans, from loyal attendees
to Midtown companies of all sizes that are
excited to **show their civic pride** in the
exceptional urban place we're building
together.

But without sponsor support,
our nonprofit organization wouldn't be
able to deliver these experiences.





Midtown Alliance produces a range of community events.

Some are rooted in entertainment, art and social connections to strengthen Midtown's appeal as a thriving destination.

Others are geared toward learning about and participating in Midtown Alliance's projects and programs.

All of them are fun!

And they can open new avenues for your organization to demonstrate its **community involvement** in what makes Midtown truly special, putting your brand in good company.

OUR AUDIENCES

Midtown workers, residents and visitors deliver \$700M in combined spending power.



MIDTOWN WORKERS

Midtown’s 40K daytime workers make up the city’s highest concentration of professional, managerial and tech jobs.

\$135,000

average annual household income

64%

have a bachelor’s degree or higher

49%

have worked in Midtown for 5+ years

33.2

median age

95%

feel Midtown is a great place to work



MIDTOWN RESIDENTS

Midtown’s 28K residents are educated, career oriented, active and lifestyle-driven. While Midtown is young, diverse and socially active, the neighborhood is also appealing to empty nesters and high-net-worth individuals seeking the urban lifestyle.

\$141,000

average annual household income

84%

have a bachelor’s degree or higher

50%

have lived in Midtown for 5+ years

33.1

median age

84%

feel a strong sense of community in Midtown

28%

own a dog



MIDTOWN VISITORS

7M annual visitors come to Midtown for arts and entertainment, special events, NCAA sports at Georgia Tech, annual festivals, and a wide range of dining options.

\$117,000

average annual household income

80%

have a bachelor’s degree or higher

58%

indicate they visit the district 5X or more per month

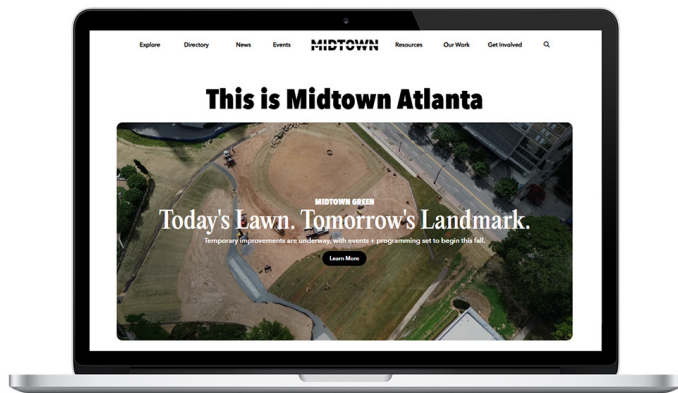
33.6

median age

Sources: ESRI, Placer.ai, 2025 Midtown Community Survey

OUR REACH

Our communications platform is the go-to resource for people who spend time in Midtown.



MidtownATL.com **750K** annual views



Outdoor signage placed in high-traffic locations throughout the district



Public events attended by thousands annually



Monthly e-Newsletter **22K** subscribers

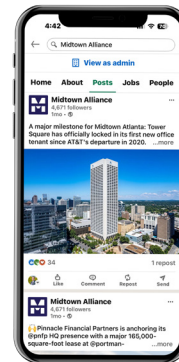
Midtown Alliance operates a broad communications platform to engage key audiences on district-defining issues. If you follow local news, are active on social media, or have ever taken a stroll down a tree-lined Midtown sidewalk, chances are you've encountered our work.



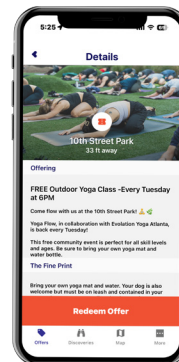
Instagram
48K
followers



X
188K
followers



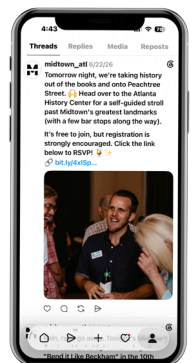
LinkedIn
4,700
followers



IN*MidtownATL
1,200
monthly users



Facebook
25K
followers



Threads
8,400
followers



Let's work together!

Midtown Alliance is uniquely positioned to help brands connect with Midtown residents, workers and visitors through our robust mix of events, programs and communications. We're the only Atlanta neighborhood organization doing this at this scale. **So, how can we help you?**

