



# GPNA 2011 SPONSORSHIP REQUEST

January 5, 2011

Dearest Neighbor,

It is now time of year where our neighborhood is full of life. A simple jaunt through the community on a fall day will give you the feeling that you are somewhere special. The neighborhood is in a measured state of growth and we are openly welcoming new homeowners, businesses, and are supporting new civic infrastructure. The growth of our community is a direct result of the passion of our residents and its homeowners combined with the entrepreneurial spirit of our business owners that service our community.

The Grant Park Neighborhood Association is in full preparation for its annual 2011 fundraising events, including - The 38<sup>th</sup> Annual Tour of Homes and exciting new events designed to increase traffic for our retail establishments. A great example is our Grant Park Neighborhood Online Business Directory and the GPNA Perks Loyalty Card. Our schools, our park, and our neighborhood need your contributions as well as your services.

All advertising and event proceeds benefit the Grant Park Neighborhood Association which uses the funds to support organizations involved with the growth, preservation, and enrichment of Grant Park and the surrounding neighborhood. The GPNA has provided monetary support to parks and recreations upgrades for community use, support for local schools, scholarships for local students, support for our parent's network, park conservancy and many, many others.

*The GPNA is a 501(c)(3) non-profit corporation and accepts donations of money, time, and expertise. The organization must raise funds each year for operations and grants. It also supports various neighborhood related activities including college scholarships, Cook Elementary School, Neighborhood Charter School, Parkside Elementary School, King Middle School, Maynard H. Jackson High School, Grant Park Cooperative Pre-School, Charter Middle School, Friends of Grant Park Pool, Grant Park Parent Network, the Grant Park Security Patrol, the Grant Park Conservancy, St. Paul UMC Golden Age center, and many others (as funds permit).*

We listened to your requests for a complete sponsorship package and for the first time you will be able to select the sponsorship level that meets your business needs on a yearly basis. A member of the Economic Development committee will contact you soon to answer any questions you may have. In the meantime, please feel free to contact us at fundraising@gpna.org.

Sincerely,

Russell Baggett, GPNA President

## OFFICERS

### PRESIDENT

Russell Baggett

[President@GPNA.org](mailto:President@GPNA.org)

### VICE-PRESIDENT

Lauren Rocereta

[VicePresident@GPNA.org](mailto:VicePresident@GPNA.org)

### SECRETARY

Laurie Baggett

[Secretary@GPNA.org](mailto:Secretary@GPNA.org)

### TREASURER

Michelle Botwinick

[Treasurer@GPNA.org](mailto:Treasurer@GPNA.org)

## COMMITTEES & CHAIRS

### ECONOMIC DEVELOPMENT

Jeffrey E. Rogers, Sr.

(4.520.5333)

[EconomicDevelopment@GPNA.org](mailto:EconomicDevelopment@GPNA.org)

### EDUCATION & CHILDREN'S ISSUES

Meg Boeff

[Education@GPNA.org](mailto:Education@GPNA.org)

### FUNDRAISING

Zayra Fosse

[Fundraising@GPNA.org](mailto:Fundraising@GPNA.org)

Gigi Conner & Paul Simo

[TourOfHomes@GPNA.org](mailto:TourOfHomes@GPNA.org)

### HISTORIC

Paul Simo (4.788.5659)

[Historic@GPNA.org](mailto:Historic@GPNA.org)

### LAND USE & ZONING

Rick Hudson (4.234.2853)

[LUZ@GPNA.org](mailto:LUZ@GPNA.org)

### PARKS & RECREATION

Sharon Jenkins

[ParksAndRecreation@GPNA.org](mailto:ParksAndRecreation@GPNA.org)

### PUBLIC SAFETY

Chris Newman

[PublicSafety@GPNA.org](mailto:PublicSafety@GPNA.org)

### TECHNOLOGY

Stephanie Warner

[Technology@GPNA.org](mailto:Technology@GPNA.org)

### TRANSIT & TRANSPORTATION

Louie Ingle

[Transportation@GPNA.org](mailto:Transportation@GPNA.org)



# GPNA 2011 SPONSORSHIP REQUEST

## Grant Park Neighborhood Sponsorship Packages

### Grant Park Tour of Homes (Fall) – Event #1

This year Grant Park is celebrating its 128<sup>th</sup> anniversary as the oldest surviving city park in Atlanta. Showcasing its turn of the last century homes and new developments, the Grant Park Neighborhood Association is host to the Grant Park Tour of Homes.

### The Moth Crawl (Spring and Fall) – Events #2 & #3

Originally known as the Moth Ball for 36 years the Moth Crawl is a new concept that will incorporate some of the traditions of the Moth Ball with a modern pub-crawl twist. As an accompaniment to the Tour of Homes, the Moth Crawl was created to showcase the unique spirit of the neighborhood and its businesses.

### Grant Park Restaurant Week (Summer and Winter) – Events #4 & #5

Restaurant Week is a new concept that will showcase Grant Park's restaurant to visitors and residents alike. Restaurants within the Grant Park neighborhood will provide discounted menu selections during the event.

All Sponsorships include:

- Mention in press releases;
- Logo placement in all event advertising mediums (printed, online, broadcast, etc.);
- Ad space in event program (as applicable);
- Listing in Online Business Directory; and,
- Membership and logo on Perks loyalty card (when it is rolled out later this year).

Please contact us with your interest by January 15, 2011 so we can assign a representative to you. If you have someone from the GPNA that you would particularly like to work with, please let us know that as well.

## Additional Opportunities

Neighborhood venues will have the opportunity to host one of the following events as an in-kind donation such as:

- Costume Block Party (Fall) - to be held the night of the GPPN Halloween Parade
- Spring Fest (Spring) – to be held the night of the GPPN Spring Fling

Grant Park Perks Loyalty Card – for details visit our website [www.gpna.org/perks](http://www.gpna.org/perks)  
Online Business Directory – for details visit [www.GPNA.org/partner-activation](http://www.GPNA.org/partner-activation)

Proposed for 2012 - Taste of Grant Park (Spring)

## OFFICERS

### PRESIDENT

Russell Baggett

[President@GPNA.org](mailto:President@GPNA.org)

### VICE-PRESIDENT

Lauren Rocereta

[VicePresident@GPNA.org](mailto:VicePresident@GPNA.org)

### SECRETARY

Laurie Baggett

[Secretary@GPNA.org](mailto:Secretary@GPNA.org)

### TREASURER

Michelle Botwinick

[Treasurer@GPNA.org](mailto:Treasurer@GPNA.org)

## COMMITTEES & CHAIRS

### ECONOMIC DEVELOPMENT

Jeffrey E. Rogers, Sr.

(4.520.5333)

[EconomicDevelopment@GPNA.org](mailto:EconomicDevelopment@GPNA.org)

### EDUCATION & CHILDREN'S ISSUES

Meg Boeff

[Education@GPNA.org](mailto:Education@GPNA.org)

### FUNDRAISING

Zayra Fosse

[Fundraising@GPNA.org](mailto:Fundraising@GPNA.org)

Gigi Conner & Paul Simo

[TourOfHomes@GPNA.org](mailto:TourOfHomes@GPNA.org)

### HISTORIC

Paul Simo (4.788.5659)

[Historic@GPNA.org](mailto:Historic@GPNA.org)

### LAND USE & ZONING

Rick Hudson (4.234.2853)

[LUZ@GPNA.org](mailto:LUZ@GPNA.org)

### PARKS & RECREATION

Sharon Jenkins

[ParksAndRecreation@GPNA.org](mailto:ParksAndRecreation@GPNA.org)

### PUBLIC SAFETY

Chris Newman

[PublicSafety@GPNA.org](mailto:PublicSafety@GPNA.org)

### TECHNOLOGY

Stephanie Warner

[Technology@GPNA.org](mailto:Technology@GPNA.org)

### TRANSIT & TRANSPORTATION

Louie Ingle

[Transportation@GPNA.org](mailto:Transportation@GPNA.org)



# GPNA 2011 SPONSORSHIP REQUEST

## Sponsorship Packages (circle one)

- |   |                      |
|---|----------------------|
| 1. Neighborhood Champion – Includes all five (5) events         | \$ 1950              |
| 2. Community Partners – Select three (3) out of five (5) events | \$ 1350              |
| 3. Supporters – Select two (2) out of five (5) events           | \$ 950               |
| 4. Title Sponsorship – A-La-Carte (select one event)            | \$ 750               |
| 5. Party Host – in-kind appetizers and marketing                | (value \$ 750)       |
| 6. Online Business Directory Only                               | *see packages online |
| 7. Membership in Perks loyalty card only                        | *see packages online |

## Discounts

- Receive a **10% discount** with your order paid in full by January 31, 2011.
- Receive a **5% discount** with your order paid quarterly buy the end of the first month in that quarter (e.g. 2011Q1 is due by January 31, 2011).
- Monthly Payment Plans are also available – please see your representative for details by January 15, 2011.

## Grant Park Neighborhood Association Sponsorship Agreement

### OFFICERS

PRESIDENT  
Russell Baggett  
[President@GPNA.org](mailto:President@GPNA.org)

VICE-PRESIDENT  
Lauren Rocereta  
[VicePresident@GPNA.org](mailto:VicePresident@GPNA.org)

SECRETARY  
Laurie Baggett  
[Secretary@GPNA.org](mailto:Secretary@GPNA.org)

TREASURER  
Michelle Botwinick  
[Treasurer@GPNA.org](mailto:Treasurer@GPNA.org)

### COMMITTEES & CHAIRS

ECONOMIC DEVELOPMENT  
Jeffrey E. Rogers, Sr.  
(4.520.5333)  
[EconomicDevelopment@GPNA.org](mailto:EconomicDevelopment@GPNA.org)

EDUCATION & CHILDREN'S ISSUES  
Meg Boeff  
[Education@GPNA.org](mailto:Education@GPNA.org)

FUNDRAISING  
Zayra Fosse  
[Fundraising@GPNA.org](mailto:Fundraising@GPNA.org)  
Gigi Conner & Paul Simo  
[TourOfHomes@GPNA.org](mailto:TourOfHomes@GPNA.org)

HISTORIC  
Paul Simo (4.788.5659)  
[Historic@GPNA.org](mailto:Historic@GPNA.org)

LAND USE & ZONING  
Rick Hudson (4.234.2853)  
[LUZ@GPNA.org](mailto:LUZ@GPNA.org)

PARKS & RECREATION  
Sharon Jenkins  
[ParksAndRecreation@GPNA.org](mailto:ParksAndRecreation@GPNA.org)

PUBLIC SAFETY  
Chris Newman  
[PublicSafety@GPNA.org](mailto:PublicSafety@GPNA.org)

TECHNOLOGY  
Stephanie Warner  
[Technology@GPNA.org](mailto:Technology@GPNA.org)

TRANSIT & TRANSPORTATION  
Louie Ingle  
[Transportation@GPNA.org](mailto:Transportation@GPNA.org)

Business Name \_\_\_\_\_

Business Address \_\_\_\_\_

Business Contact \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax \_\_\_\_\_

Business eMail \_\_\_\_\_

Sponsorship Package Events Selected: ☐ All ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Total Amount \$ \_\_\_\_\_ Payment Terms: ☐ In Full ☐ Quarterly ☐ Monthly

GPNA Representative \_\_\_\_\_

Authorized Signature \_\_\_\_\_

**Payment Type:** ☐ Cash ☐ Check (# \_\_\_\_\_) ☐ Credit Card (Complete Below)

Name as it appears on the credit card \_\_\_\_\_

Billing Address \_\_\_\_\_

Card Type \_\_\_\_\_ Verification Code \_\_\_\_\_

Card Number \_\_\_\_\_

Authorized Credit Card Signature \_\_\_\_\_

**For additional information or if you have any questions please contact your GPNA representative. Thank you for your support of the Grant Park Neighborhood Association!**