

Unlock Unique **Event Sponsorship Opportunities** in Peachtree Corners!



Peachtree Corners Town Center & Town Green



All sponsorship funds directly support enhancing events and making ongoing improvements to the Town Green, ensuring a vibrant and engaging experience for the community.

For more information email sponsor@peachtreecornersga.gov

Effective November 2025

Town Center: A Vibrant Destination

Spanning **21 acres**, the **Peachtree Corners Town Center** is the hub of the city's downtown district, featuring **15+ restaurants, retail shops, office spaces, and townhomes** overlooking the scenic **Town Green**. Anchored by the city's iconic landmark bridge, the Town Center seamlessly connects to the **Corners Connector**, an extensive pedestrian and bicycle trail system that links the community to key destinations.

Town Green: The Heart of the Community

The **2+ acre Town Green** serves as the community's gathering place, hosting **live concerts, family-friendly festivals, and seasonal celebrations** throughout the year. With **over 250,000 visitors annually**, this dynamic outdoor space is a premier venue for **sponsorship activations and brand engagement opportunities**.

Town Green Amenities & Features

- A stage with sound system
- 22-foot digital display
- Wi-Fi access
- Covered pavilions
- Café tables
- Fire pit
- Fort Pain (Outdoor Fitness Park)
- Two top of the line children's play areas
- Splash pad
- 9,000 square-foot off-leash dog park
- 2,500 square-foot veterans' monument that features seven sculptures
- Public restrooms (open 7 am to 11 pm)



Presenting Sponsor for Event Season

Maximize Your Brand's Visibility as the Presenting Sponsor

Position your business at the forefront of the city's most **highly attended concerts, festivals, and special events** with an exclusive **Presenting Sponsorship**. For **\$45,000**, your brand will receive **high-impact exposure** across multiple marketing channels, from event banners and city communications to digital platforms and on-site engagement.

As a **Presenting Sponsor**, your company will enjoy:

- **Prime logo placement** across event marketing materials which also includes light pole banners.
- **Digital prominence** with website homepage and newsletter
- **Social media** with 10 posts (Facebook, Instagram and X)
- **Dynamic big-screen advertising** (a 30-second video you provide) during concerts and Flicks
- **Logo and Sponsor** message on Big Screen (all other events)
- **Exclusive on-site presence** with premium activation space at events
- **Full Page ad in PTC City Guide Spring & Fall edition**
- **Logo/Name on Sponsor Thank You graphics** on Big Screen & Digital Boards
- **City Light Pole Banner Program** – seen by 60k cars daily
- **Event activation space** (10 x 20)
- **VIP seats** to all concerts (5 seats)



This is an opportunity to align your brand with the energy, excitement, and community connection that define the city's event season—**ensuring lasting impressions on thousands of attendees.**

Includes:

- All Concerts and Events

Exclusive events for 2026 Presenting Sponsors:

- Live Karaoke
- Yoga on the Green
- CrossFit on the Green



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Concert Series

Join the hottest music series in North East Atlanta

Join the **hottest music series** in the city, bringing 3,000 – 4,500 attendees per event for a season filled with **electrifying performances** and **legendary tribute bands**. With a **diverse lineup** covering classic rock, pop, country, and R&B, this is the perfect opportunity to **amplify your brand** and engage with an enthusiastic, music-loving community.



Participants: 3,000-4,500+ per concert



Sponsorship Levels Per Concert:

Town Green Headliner - \$2,500

- Logo and link on the event website and newsletters
- Social media mentions to boost brand exposure on FB, Instagram and X
- Logo/Name on Sponsor Thank you Graphics on Big Screen & Digital Boards
- Name or Logo in City Guide in Spring and Fall City Guide
- Dynamic big-screen advertising (a 15-second video you provide)
- Event activation space (10x10)
- VIP seating at ALL concerts (3 seats)

Front Row Sponsor – \$1,750

- Logo and link on the event website
- Name and link in city newsletter
- Social media mention to boost brand exposure
- Logo/Name on Sponsor Thank you Graphics on Big Screen & Digital Boards
- Name or Logo in City Guide in Spring or Fall City Guide
- Event activation space (10x10)
- VIP seating at concerts (2 seats)

Community Lawn Sponsor – \$750

- Logo and link on the event website
- Recognition in newsletters and on social media
- Social media mention to boost brand exposure
- Logo/Name on Sponsor Thank you Graphics on Big Screen & Digital Boards



Acknowledgment on event big screen With **high-energy performances from top tribute bands** this concert series offers **unmatched exposure** for your brand in front of a dedicated and engaged audience.

Now's the time to **turn up the volume on your brand** and make a lasting impact!



Scan the QR Code to see our Summer Concert Series Sizzle



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Holiday Glow

Shine Bright at the Holiday Glow

Step into the **magic of the season** and align your brand with one of the city's **most beloved holiday traditions—Holiday Glow!** With **1,500–2,000 attendees**, features the highly anticipated **custom-created holiday ornament**, a cherished keepsake that brings lasting visibility to sponsors. With **seasonal entertainment and family-friendly activities**, this event offers an incredible opportunity to **spread holiday cheer** while maximizing your brand's exposure through digital, print, and on-site promotions.



Participants: 1,500-2,000+



Sponsorship Levels:

Let It Glow Sponsor – \$2,500

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social media posts** across Facebook, Instagram and X
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Dynamic big-screen advertising** (a 15-second video you provide)
- **Third-page ad** in the City Guide
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards
- **Event activation space** (10x10) for brand interaction

Festive Flicker – \$1,750

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social media** mention on Facebook, Instagram, X, and Nextdoor
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Sixth-page ad** in the City Guide
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards
- **Event activation space** (10x10) for brand interaction

Community Sponsor – \$500

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards

Filled with **family-friendly activities and festive performances**, Holiday Glow is the perfect event to showcase your brand in a warm, community-driven atmosphere.

Don't miss your chance to be part of the **city's most heartwarming celebration!**

For more information email sponsor@peachtreecornersga.gov

Effective November 2025



Flicks on the Green

Participants: 500-1,000+ per movie

Sponsor the Magic of Outdoor Movies at Flicks on the Green!

Experience the fun of outdoor cinema with **Flicks on the Green**, a family-friendly movie series under the stars! Held on select **Saturdays** throughout the year, these free movie nights bring together an engaged community audience of **500-1000+ attendees per screening** for an **evening of entertainment, food, and local engagement**.

This sponsorship opportunity puts your brand **front and center** on the big screen while providing valuable **digital, print, and on-site exposure** throughout the series.



Sponsorship Levels (includes all 8 shows):

Red Carpet Sponsor – \$2,000

- Entire Series
- Logo and link featured on the website
- Logo on Event Calendar Page
- Name and link featured in newsletter
- Social media mention on Facebook, Instagram, X
- Social tags (FB, Instagram, X) name on NextDoor on event posts
- Logo/Name on Sponsor Thank you Graphics on Big Screen & Digital Boards
- Event activation space (10x10) for brand interaction

Silver Screen Sponsor – \$750

- Entire Series
- Logo on Event Calendar Page
- Name and link featured in newsletter
- Social tags (FB, Instagram, X) name on NextDoor on event posts
- Logo/Name on Sponsor Thank you Graphics on Big Screen & Digital Boards

New for 2026! 3 additional movies and themed to be family friendly movies throughout the decades

Saturday, March 7, 7 PM	Wizard Of OZ (1939)
Saturday, April 4, 7 PM	Peter Pan (Disney Cartoon) (1953)
Saturday, May 2, 7 PM	E.T. (1982)
Saturday, June 6, 7 PM	The Muppet Movie (1979)
Saturday, July 4, 7 PM	Captain America The First Avenger (2011)
Saturday, August 1, 7 PM	Mary Poppins (1964)
Saturday, September 5, 7 PM	The Might Ducks (1992)
Saturday, October 3, 7 PM	Monsters, Inc (2001)

With a relaxed, **family-friendly atmosphere**, Flicks on the Green is the **perfect place to showcase your brand** while supporting a beloved community tradition.

Don't miss this chance to **connect with local families and movie lovers** under the stars!

For more information email sponsor@peachtreecornersga.gov



MidSummer Kids Festival

Participants: 1,000+

Make Summer Unforgettable at the Midsummer Kids Festival!

Join us for an unforgettable afternoon at the **Midsummer Kids Festival!** This family-friendly event is packed with fun activities, from bouncing and sliding to giant bubbles floating through the air.

Back by popular demand Children's Entrepreneur Market will feature a special kid-run market, where young entrepreneurs can showcase their creativity and business skills. Support these budding innovators and discover unique, kid-made items!
New for 2026! Extended hours now from 2pm to 7pm

Mark your calendars and celebrate summer, community, and creativity with us.
Don't miss this exciting day of fun for kids of all ages!



Sponsorship Levels:

Golden Summer Sponsor – \$1,250

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social media** mention on Facebook, Instagram, X
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards
- **Dynamic big-screen advertising** (a 15-second video you provide)
- **Event activation space** (10x10) for brand interaction

Sunny Day Sponsor – \$500

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards

This is your chance to **showcase your business to local families** while supporting a beloved summer event—
sign up today to secure your spot!

For more information email sponsor@peachtreecornersga.gov



Arbor Day & Plan Sale

Participants: 1,000+

Celebrating 11 Years as a Tree City USA!

The event will feature exciting activities and opportunities to connect with fellow nature lovers. We're thrilled to partner with the Georgia Plant Trade & Sales, where you can find everything you need to enhance your garden and swap tips with other enthusiasts.



Come enjoy a fun-filled day with local vendors, engaging activities, and a shared love for trees. Bring the whole family and let's grow together as a community!



Sponsorship Levels:

Peachtree Sponsor – \$1,250

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social media** mention on Facebook, Instagram, X
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards
- **Dynamic big-screen advertising** (a 15-second video you provide)
- **Event activation space** (10x10) for brand interaction

Community Garden Sponsor – \$500

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards



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Game Day Market

Participants: 1,000+

It's football season y'all, and Peachtree Corners is bringing the fun both on and off the field! Come out to the Town Green on November 15 for the Game Day Market, a lively afternoon where college football, fall fun and holiday shopping come together for one epic event.

From 12 p.m. to 7 p.m., enjoy a curated artist market filled with handcrafted goods, unique gifts and seasonal finds — perfect for crossing off your holiday shopping list early. All while you catch college football action on the big screen all day long.

But that's not all! There will also be games and interactive activities for kids and adults, festive vibes, community fun and maybe even a few surprises.



Sponsorship Levels:

Half Time Sponsor— \$1,250

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social media** mention on Facebook, Instagram, X
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards
- **Dynamic big-screen advertising** (a 15-second video you provide)
- **Event activation space** (10x10) for brand interaction

Field Goal Sponsor – \$500

- **Logo and link featured** on the website
- **Name and link featured** in newsletter
- **Social tags** (FB, Instagram, X) name on NextDoor on event posts
- **Logo/Name on Sponsor Thank you Graphics** on Big Screen & Digital Boards



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Additional Sponsorship Opportunities

Custom Sponsorship & Onsite Activations: Elevate Your Brand Engagement

At Peachtree Corners, we go beyond traditional sponsorships—we can help create your **brand experience**. Our team works with you to design **custom sponsorship packages** tailored to your goals, ensuring **maximum impact and engagement** with event attendees.

Looking to stand out? **Fun, interactive onsite activations** are the key to creating memorable connections. Whether it's branded photo booths, VIP experiences, product demos, or interactive games, we help bring your vision to life in a way that resonates with the community.

Let's create something unforgettable—customize your sponsorship today!



Ask us about customizing your sponsorship package

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Demographics & More

Peachtree Corners, Georgia, is a vibrant and dynamic community that offers an attractive environment for businesses and organizations considering sponsorship and participation in local programs. Below is an overview of key demographics and community highlights that showcase the city's appeal:

Innovation and Education

By sponsoring events and programs in Peachtree Corners, your organization can connect with a diverse, affluent, and educated audience in a community that values innovation, education, and active engagement.

Population and Growth

42,779

Total Population

36.3

Median Age

52.7%

Owner occupied households

\$81,413

Median HHI

51.4%

Bachelor's Degree or higher

\$467,300

Median Home Price

Diversity

46.1%

White

23.7%

Black or African American

17.7%

Hispanic or Latino

8.5%

Asian

250,000+

visitors per year to the town green

2.6M **7,000**

Town Center Visitors

Visitors a day



Social Media and Digital Presence



8,611
Followers



5,432
Followers



2,687
Followers



23,000+
Followers



1,566
Followers

Over 70,000 Monthly Impressions across social platforms.

Frequently asked questions.

Can I sponsor in more than one category?

Yes. If the space is available. Please contact our office with questions about sponsorship.

Do City of Peachtree Corners events cost money to attend?

City events are always free to the community. Sponsorship dollars make that possible.

If I cannot sponsor, can I still be a vendor?

If the event has vendor opportunities available. Please email us for information



7,139 **54%**
Subscribed Open Rate



11,400 **32,200+**
Monthly Users Monthly Page Views

Online Event Calendar

20,000+ Views Per Month
1,725+ Registered Users
6,850+ Participants

CITY GUIDE PRINT RUN
23,000



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