

The Buckhead Alliance

We're Working for a Better Buckhead



Our Past Accomplishments -

- Improved the safety and security in the nightclub area of the Buckhead Village
- Police Substation: Since 2005, has had a direct impact in decreasing crime
- Camera Program: Today there are 103 cameras monitored by the ADP 24/7
- CID: Partnered to expand streetscape programs and initiatives into the East Village – over \$4 million committed to enhancements
- Triangle Park and Buckhead Village Clean Up Program: Founded Buckhead Green, a landscape and (daily) street cleaning program

Looking Ahead - Our Vision

“We are an advocate for the entire Buckhead Community.”

The Buckhead Alliance markets, promotes and unites community leaders and organizations, commercial businesses, residents and visitors to stimulate, grow and accelerate a vibrant neighborhood, positive development and thriving areas of commerce.

What it Takes - Our Plan

“A commitment of intellectual and financial support by community leadership who want and believe in a “Better Buckhead.”

We will focus our efforts around a marketing & communications plan that includes a mix of programs and initiatives that leverage past accomplishments and successes, as well as bring new, exciting ideas each year to the area to build awareness, passion and desire for Buckhead.

Membership Benefits

We Believe in a Strong & Successful Community



ECONOMIC and COMMUNITY DEVELOPMENT

We will create a dialogue with the people who work, reside and conduct business in Buckhead to advance and support development in all areas of the community; ensure people know, and have a voice, in Buckhead.

- **Promote Buckhead** (Member's business) as a financial and retail center to customers to generate business to business and consumer traffic

- **Community Awareness** Campaign and Materials

- **Membership Communications** & Merchant Relations

- **Expand Public Safety** programs for crime prevention and reduction through established camera programs and enforcement of local codes, and new initiatives such as a Buckhead patrol truck staffed with APD officer

- **Partner** with the Buckhead CID, BBA, Coalition, BATMA and other BH organizations for the betterment of the community; advance and facilitate communication among the groups

COMMUNICATIONS

We will inform, promote and excite the area of Buckhead through sophisticated marketing initiatives and a multitude of media avenues. We will create a distinct and marketable identity that all businesses will benefit from.

- **Buckhead Signature Event Series:** Produce unique, entertaining events that reflect the values and interests of residents and visitors of our community

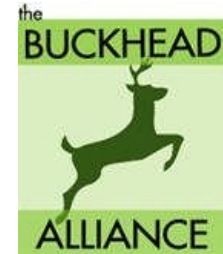
- **Media Relations:** Pitch relevant news, programs and events on an ongoing basis to the media for local and regional coverage

- **Strategic Partnerships:** Coordinate with members to cross promote each other's businesses. Develop special retail offers such as a loyalty card to drive traffic

- **Website Marketing:** Promote Buckhead as a destination by providing access to local merchant, business and resident information, marketing programs, and calendar of activities. Provide a members only portal for internal communications and networking opportunities

Membership Benefits

And Together We Can Make a Difference



Economic Awareness and Development of Buckhead

Member-to-member networking and strategic marketing opportunities

Cross promotional opportunities with other members

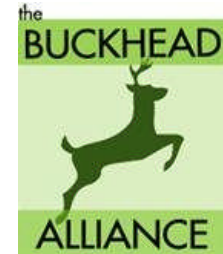
Public Safety and Awareness programs

Access to committees that build and support economic development in the community

Merchant Association tie-in

Membership Levels

We're About Taking Action to Make it Happen



Partner: \$10,000

Recognition as founding Partner of the new Buckhead Alliance

Identification and promotion of our partnership in all marketing efforts

Partner level sponsorship of ALL events within the Buckhead Signature Event Series (assets similar to title sponsorship)

Prominent positioning and/or campaign on Buckhead Alliance website

Prominent positioning of company logo on all internal & external communication & marketing pieces

Prominent identification/space on both Buckhead Alliance Roving Trucks

Seating for up to (10) at all Buckhead Alliance update meetings

Trustee: \$5,000

Committee chair lead opportunity on Buckhead Alliance initiatives

Prominent company recognition on membership published materials such as brochures, collateral and PR efforts

Advertising and link on Buckhead Alliance website

Display space at ALL of the Buckhead Signature Event Series

Identity/space on both Buckhead Alliance Roving Trucks

Seating for up to (8) at all Buckhead Alliance update meetings

Patron Member: \$2,500

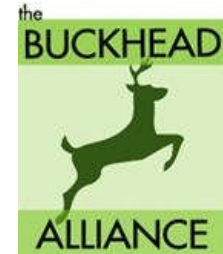
Display space at (1) Buckhead Signature Event Series

Logo identification on both Buckhead Alliance Roving Trucks

Advertising and link on Buckhead Alliance website

Invitation for up to (7) people to attend all Buckhead Alliance Update meetings

Support Membership Levels



Sponsoring Member: \$1,000

Paid sponsorship opportunities:
The Buckhead Signature Event Series

Paid sponsorship opportunities on the Buckhead Alliance Roving Truck

Company link on Buckhead Alliance website

Invitation for (5) to attend all Buckhead Alliance Update meetings

Sustaining Member: \$500

Paid sponsorship opportunities:
The Buckhead Signature Event Series

Paid sponsorship opportunities on the Buckhead Alliance Roving Truck

Company link on Buckhead Alliance website

Invitation for (3) to attend all Buckhead Alliance Update meetings

Citizen Supporting Member: \$250

Paid sponsorship opportunities: The Buckhead Signature Event Series

Paid sponsorship opportunities on the Buckhead Alliance Roving Truck

Company link on Buckhead Alliance website

Invitation for (1) to attend all Buckhead Alliance Update meetings