

MONADNOCK MADNESS 2019

Sponsor an out-of-this-world adventure in the Arabia Mountain National Heritage Area

Now, in its seventh year, **Monadnock Madness** entertains and delights hikers with unique guided hikes and distinctive outdoor adventures. Monadnock Madness is a month-long series of events held every March. This is **your opportunity** to support a proven program and reach a growing and engaged audience.

As a benefit of **your sponsorship**, you receive four months of prime media promotion from the time ticket sales begin in January through press wrap-up coverage of the events in April. For maximum impact, commit to your sponsorship by **December 14, 2018**.



Monadnock Madness is aggressively promoted through a variety of media including:

- Three websites with distinct and targeted audiences: main Arabia Alliance page; dedicated event page; and ticketing sales portal. Prime for brand customization.
- 2,000 printed souvenir passports distributed at three partner sites: Stone Mountain Park (Georgia's #1 Attraction), Davidson-Arabia Mountain Nature Preserve and Panola Mountain State Park.
- More than 350 customized souvenirs.
- Multiple newsletter distributions to a list of over 3,000 subscribers.
- Social media network and cross promotion reaching over 500,000 followers.
- Metro-Atlanta digital billboards.
- Traditional media coverage.



This event is presented by the Arabia Mountain Heritage Area Alliance, a local nonprofit, through partnership with Stone Mountain Memorial Association, Panola Mountain State Park and DeKalb County's Davidson-Arabia Mountain Nature Preserve.

For images of past events, visit our Flickr page at www.flickr.com/photos/arabiaalliance.

MONADNOCK MADNESS PROMOTION



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SPONSORSHIP LEVELS

MONADNOCK MADNESS

MONADNOCK \$5,000 / EXCLUSIVE

- Logo featured on exclusive, customized event souvenir.
- Logo printed on souvenir passport, promotional poster and all printed collateral.
- Digital banner on the exclusive event website, NHA website & booking website.
- 10 tickets to triple hike of choice, including exclusive moonlight hikes, used in any combination.
- Guaranteed mention in media kits including social media, press release and monthly newsletter.
- Verbal recognition at each of 5 hike welcomes, logo on day-of event signage.
- Opportunity to display company materials and handouts at snack break.

DIAMORPHA \$3,000 / LIMITED AVAILABILITY

- Logo on the exclusive event website and digital pages.
- Logo printed on souvenir passport.
- 8 tickets to triple hike of choice.
- Guaranteed mention in media kits including social media, press release and monthly newsletter.
- Verbal recognition at each of 5 hike welcomes, logo on day-of event signage.
- Opportunity to display company materials and handouts at snack break.

GNEISS \$1,000 / NINE OPPORTUNITIES

- Sponsor one of 5 triple hike opportunities, the photography series or mountaintop yoga.
- 4 tickets to the sponsored event or hike.
- Business name mention on website and passport.
- Guaranteed mention in media kits including social media, press release and monthly newsletter.
- Verbal recognition at sponsored event and logo on sponsored event signage.
- Opportunity to display company materials and handouts at snack break.

QUARTZITE \$500 / UNLIMITED AVAILABILITY

- 2 tickets to a daytime triple hike.
- Business name mention on website and passport.
- Guaranteed mention in media kits including social media, press release and monthly newsletter.

MICA \$250 / INDIVIDUAL SUPPORTERS

- Individual recognition on website, early ticket booking opportunity.
- Guaranteed mention in media kits including social media, press release and monthly newsletter.

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For more information and questions, please contact Mera Cardenas at mera@arabiaalliance.org or 404-998-8384.

SAMPLE CALENDAR OF EVENTS

The month of March is filled with exciting activities throughout the Arabia Mountain National Heritage Area and partner sites. The following calendar is a sample of events from last year's Monadnock Madness at Arabia Mountain, Panola Mountain and Stone Mountain. Your sponsorship will support signature events including the Triple Hike Challenge, Mountaintop Yoga and Photography Class. Don't miss your opportunity to sponsor Monadnock Madness 2019!

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|--------|-------------------------------|--|--|
| WEEK 1 | Triple Hike #1 | Diamorpha Days Hike | Guided Mountain Hike |
| | Photography Workshop | Indoor Basic Archery Intro to Tree Climbing | Advanced Archery |
| WEEK 2 | Triple Hike #2 & 3 | Diamorpha Days Hike | Guided Mountain Hike |
| | | Indoor Basic Archery Intro to Tree Climbing Intermediate Archery | Advanced Archery Moonlight Hike |
| WEEK 3 | Triple Hike #4 | Diamorpha Days Hike | Guided Mountain Hike |
| | | Indoor Basic Archery Intro to Tree Climbing Intermediate Archery | Advanced Archery Geology Hike & Bio Blitz |
| WEEK 4 | Photography Workshop | Sunset Yoga | Diamorpha Days Hike |
| | Mountaintop Yoga | Ranger Madness Indoor Basic Archery Intro to Tree Climbing | Advanced Archery Stewardship Saturday |
| WEEK 5 | Triple Hike #5 | Ruins of Arabia Tour | Diamorpha Days Hike |
| | | Guided Mountain Hike Indoor Basic Archery | Advanced Archery |

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