

MAY 17, 2025
BLOCK & DRUM
SPONSOR & PARTNER
OPPORTUNITIES

ATL SWIM WEEK

ATLSWIMWEEK.COM
OPEN TO BRAND
ACTIVATIONS &
COLLABORATIONS

BRONZE - \$500



- Logo recognition on the website
- One social post inclusion
- Mention in event program
- Opportunity to set up a table or pop-up shop at event
- 1 general admission ticket at runway show

SILVER - \$1,000

- All BRONZE benefits
- Two social post inclusions
- Logo displayed at the event
- Two complimentary general admission tickets to the main event and after party Soirée
- Recognition in emails
- Opportunity to set up a table at Fetch event



GOLD - \$2,500



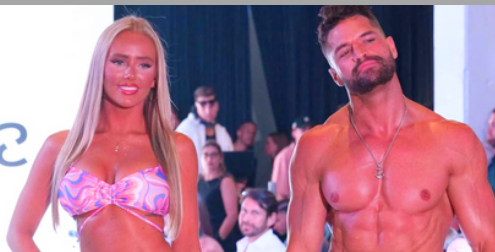
- All SILVER benefits
- Automatically get the next tier down for the 2025 runway show
- ¼ page ad in the event program
- Upgrade to reserved section seating at the main event for up to six guests
- Opportunity to include promo in VIP bags
- Verbal recognition during the event

PLATINUM - \$5,000

- All GOLD benefits
- Upgrade to ½ page ad in the event program
- Upgrade to Cabana booth at Midtown Beach Club
- Sponsor-provided banner displayed at the event
- Themed cocktail name



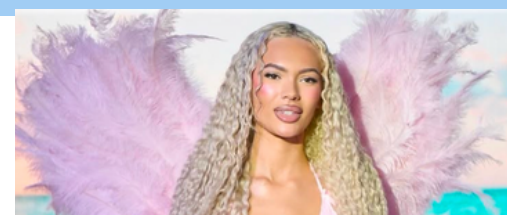
DIAMOND - \$10,000



- All PLATINUM benefits
- PLATINUM level annual sponsor.(includes 2025 Spring event)
- 2 front row tickets to Spring 2025 event
- Upgrade to a full-page ad in the program
- Upgrade to a VIP section for up to ten guests
- Logo on all event materials

ICONIC - \$40,000

- All DIAMOND benefits
- Upgrade to annual DIAMOND level sponsor.
- Premier sponsor call-out and priority in all sponsor mentions on and offline
- Recognition reels





ATLSW TARGET AUDIENCE PROFILE



KEY DEMOGRAPHICS

Age: 25-45

Income Level: \$75,000+

Occupations: Professionals, Influencers, Entrepreneurs

Interests: Fashion, Beauty, Luxury, Social

Gender: Predominantly female (70%), but a growing interest from male attendees (30%)

Education: College-educated, with many holding advanced degrees

Occupation: Professionals in creative industries (fashion, design, media), business executives, influencers, and entrepreneurs



GEOGRAPHIC PROFILE

Locations: Primarily Atlanta residents, with a significant percentage of attendees traveling from other major cities in the Southeast (Charlotte, Nashville, Miami)

Urban vs. Suburban: The majority are urban dwellers, with a strong representation from affluent suburbs



PSYCHOGRAPHIC PROFILE

Lifestyle: Fashion-forward, trend-conscious, values luxury and exclusivity

Interests: Fashion, beauty, art, technology, travel, wellness, and social media

Shopping Habits: Regularly shop for high-end brands, both online and in-store; value unique, limited-edition items

Media Consumption: Active on Instagram, TikTok, Pinterest, and fashion blogs; subscribe to fashion and lifestyle magazines



BEHAVIORAL INSIGHTS

Event Attendance: Frequent attendees of fashion events, art shows, and exclusive social gatherings

Social Media Influence: High social media engagement, with many attendees being influencers or having substantial online followings

Brand Loyalty: Preference for established mid to upper-tier luxury brands but open to emerging designers that offer something unique

Sustainability Awareness: Increasingly interested in sustainable and ethical fashion, shows concern and interest in various nonprofit causes, from hunger to animal safety.



EVENT EXPERIENCE PREFERENCES

VIP Access: Strong interest in VIP experiences, backstage access, and exclusive after-parties

Networking: Value opportunities to network with industry professionals, designers, and other influencers

Interactive Elements: Enjoy immersive experiences, such as pop-up shops, interactive installations, and live demonstrations



POTENTIAL SPONSOR INTERESTS

Brand Exposure: Opportunities to align with a trendsetting, fashion-savvy audience

Product Placement: Ability to showcase products in a premium environment, such as VIP lounges, gift bags, and runway features

Content Creation: Potential for sponsored content creation by influencers and attendees during and after the event

Sustainability Initiatives: Brands with a focus on sustainability can connect with attendees who prioritize ethical consumption



ABOUT THE RUNWAY SHOW



Atlanta Swim Week, founded by Maddie Anderskow, is a premier, woman-owned fashion event making waves nationwide. It debuted with a successful flagship weekend on May 17, 2025.

BRAND BENEFITS:

- 1,400+ EXPECTED Consumers
- LIVE-STREAMED to Millions
- 150M+ REACH Potential
- 50+ WORLD-CLASS Runway Models
- CELEBRITY Photographers & Creators
- AWARD-WINNING Media Coverage
- ASSOCIATED with ATL's newest fashion event

GET IN TOUCH

ATL SWIM WEEK

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