

WE ARE LOOKING FOR VENDORS & SPONSORS

EXHIBIT YOUR BUSINESS AND PROMOTE
YOUR BRAND AT ATLANTA'S WORLD CUP EXPERIENCE EVENTS!

SIGN UP NOW!

FOR MORE INFORMATION AND TO SECURE YOUR SPACE
WORLDCUPMIXEREVENTS@GMAIL.COM
CALL/TEXT: 443-347-3239

PROJECTED ATTENDANCE (ATL)



300K-500K+ Visitors



1M+ Total Fan Reach



50K-100K+ Daily Foot Traffic



Up to **1.2M+** During Event Window

WHO'S COMING?

- **30-40%** International
- **35-45%** U.S. Travelers
- **20-30%** Local ATL Fans



AGE DEMOGRAPHICS



20% 18-24



30% 25-34



20% 35-44



15% 45-54

15% 55+

SPENDING POWER



\$400+ Avg Spend
Per Day



\$500M+

EVENT TYPES



Watch Parties



Day & Night Events

ENGAGEMENT HABITS



80%+ Social Media Active



Food, Music & Nightlife

Atlanta World Cup Experience Events

Experience – Event Series

Core Concept of the Event Series

A FUSION OF LUXURY AND CULTURE

The **month-long World Cup celebration** unites luxury, global culture, and entertainment, transforming the Kimpton Hotel and Rooftop into an upscale destination for fans and visitors alike.

Kimpton Overland Hotel and Overlook Rooftop

YOUR PREMIER DESTINATION FOR LUXURY NIGHTLIFE

The Kimpton Overland Hotel offers **exclusive rooftop parties** and networking mixers, providing guests with unforgettable experiences and travel packages centered around the vibrant World Cup festivities.

Luxury Hospitality and Rooftop Experience

ELEVATING GUEST ENGAGEMENT WITH UNIQUE OFFERINGS

Our “Stay + Eat+ Experience” packages offer guests unforgettable luxury, featuring rooftop watch parties, vibrant nightlife, and exclusive influencer interactions, all while enjoying stunning city views and premier amenities.

Fan Zone Day Party Highlights

A CELEBRATION OF SOCCER AND COMMUNITY

Experience the excitement of the **LED World Cup watch**, featuring food trucks, global cocktails, and live entertainment with influencer hosts and DJs, creating a vibrant atmosphere for all.

Monthly Flow

CELEBRITY ATHLETE
ROOFTOP LUXURY
EXPERIENCE



Exclusive rooftop gathering connecting influencers, celebrity guest and sponsors, fostering relationships in a luxurious atmosphere.

MULTICULTURAL
FASHION SHOW
ROOFTOP EXPERIENCE



A global runway celebration highlighting diverse designers, culture, and high-energy fashion moments, Vendors, Media and Photobooth sessions.

FAN ZONE WATCH
PARTY EXPERIENCE



A lively day party featuring live viewing, international cuisine, and entertainment, enhancing community connection through soccer.

CELEBRITY + ATHLETE
WELCOME BRUNCH



An upscale brunch experience uniting celebrities, athletes, media, influencers, and tastemakers. Enjoy curated cuisine, signature cocktails, live music, and exclusive networking creating the perfect blend of culture and entertainment.

GRAND FINALE: ALL
WHITE ROOFTOP
EXPERIENCE



A two-day immersive cultural celebration combining music, food, and soccer activities, bringing diverse communities together in Atlanta.

Brand Partnerships

SPONSORSHIP

Title partner, providing significant financial resources and brand visibility for the event.

VIP EXPERIENCES

Offering premium brand activations and Vip packages to enhance guest engagement and enjoyment.

TICKETED EVENTS

Generating income through ticket sales for various featured events throughout the festival.

HOTEL PACKAGE SALES

Selling exclusive accommodations and experiences to guests during the event series.

VENDOR PARTNERSHIPS

Collaborating with local food and beverage vendors to enhance event offerings.

BRAND ACTIVATIONS

Engaging brands to showcase their products and services during the event series.

Why This is a Win

CULTURE LEADER

Positions sponsors as an influential leader in culture and modern lifestyle experiences.

SOCIAL MEDIA EXPOSURE

Generates massive social media content opportunities, increasing brand reach and engagement levels.

INCREASED TRAFFIC

Drives significant traffic to sponsors boosting visitor interactions and sales.

ENGAGING AUDIENCES

Engages affluent and aspirational audiences, enhancing brand visibility and desirability.

GLOBAL ALIGNMENT

Aligns your brand with the global excitement surrounding the World Cup and FiFa, amplifying brand prestige.

Benefits for Atlanta

BOOSTS TOURISM

The event series will significantly increase visitors and hotel occupancy in Atlanta.

ENGAGING EXPERIENCES

Community events will offer safe and enjoyable experiences for both locals and visitors.

LOCAL CREATIVES

Artists and creators will gain exposure and opportunities through various event collaborations.

SUPPORTS LOCAL VENDORS

Local businesses will thrive through partnerships and increased foot traffic during events.

GLOBAL DESTINATION

Atlanta will be positioned as a premier global city for cultural experiences.

COMMUNITY SPONSORSHIP TEIR

\$1500

Entry-level sponsorship perfect for local businesses looking to connect with the Atlanta World Cup community

Name/logo on website sponsor section

Name on community sponsor banner

Vendor booth at one event

Opportunity to contribute to gift bags

2 VIP Access Passes

CORPORATE SPONSORSHIP TIERS

PRESENTING SPONSOR

Full naming rights across series
Logo on all marketing materials
Premium activation booth
On-stage speaking opportunity
20 VIP Access Passes
Dedicated sponsor spotlight video

\$7,500

GOLD SPONSOR

Logo on flyers & LED screens
Step-and-repeat placement
Activation space at 3 events
Sponsor spotlight social post
12 VIP Access Passes
Summary impact report

\$5,000

SILVER SPONSOR

Logo on main materials
LED screen logo rotation
Activation booth at 2 events
Group sponsor social mention
6 VIP Access Passes
Website listing

\$3,000

Contact Us

SPONSORSHIP INQUIRIES

Taylor Stubbs Frucel @iamtaylorfrucel

GENERAL INFORMATION

240-355-1524

EMAIL CONTACT

worldcupmixerevents@gmail.com

EVENT & AUDIENCE OVERVIEW

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EVENT TYPES

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- Day & Night Events
- Fan Festivals
- VIP Experiences

ENGAGEMENT HABITS

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- Food, Music & Nightlife
- Influencer & VIP Activations