



Meltdown 2024



available Sponsorships



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The Atlanta Broadcast Advertising Club sets out to provide superior networking opportunities in all facets of the media business in Atlanta, provide educational opportunities that offer our members insight from industry experts and give back to the local community through fundraising efforts .

ABAC is a non - profit that is largely supported by local media donors like you . Our events allow us to continue to emphasize the importance of philanthropy, education, and networking through the Atlanta Mediascape .

ABAC event sponsorships are the perfect opportunity to connect with hundreds of industry leaders while also helping to shape the future of media.

We are currently preparing for Meltdown 2024, (location and date coming soon) in the meantime sponsorships are already being locked in, the 7 opportunities that are left include:

- Post Golf/Lunch/Pool Party
- Pre Party
- Hangover Kit
- DJ/Dance Floor
- After Party
- Golf Snack Bag
- Hole in One

GET YOURS TODAY!



POOL PARTY

SPONSOR

(one available)

The Meltdown Pool Party is back! After golf, lunch will be served poolside! With games, contests and golf score and trophy announcements... Meltdown mid-day guests will be treated to an afternoon of fun in the sun before the evening portion of our event. Make a **SPLASH** by being the exclusive sponsor for this event.

Assets Include:

- 5 free tickets to Pool Party
- 5 free tickets to evening event
- “Brought to you by signage”
- DJ/Emcee Shout out
- logo inclusion on all promotion (email, digital and social)
- logo-ed napkins
- logo-ed bottle waters
- logo-ed coozies (100)
- logo-ed plastic cups (100)
- logo-ed souvenir cooler (100)
- annual logo inclusion on ABAC website

Investment \$5,000

MELTDOWN PREPARTY
SPONSOR

drybar

(two available)

Looking to get some “one on one” time with your favorite media buyers? This unique (new) opportunity is available exclusively to two sales groups and 10 ladies of their choice, invite your media buyers or treat your sales team. ABAC has 10 blowout appointments reserved at the Buckhead and Marietta Dry Bar locations (3-5P) for 10 lucky ladies to look and feel their best walking into Meltdown. (Sorry guys, this one exclusively available for the girls....you can pay for it if you want)

Assets Include:

- 4 free tickets to evening event
- 10 pre-booked blow out appointments
- “brought to you by signage” (at evening event and at the Dry Bar location)
- logo inclusion on all promotion (email, digital and social)
- logo-ed souvenir beauty sample bag
- annual logo inclusion on ABAC Website

Investment \$2,500



HANGOVER

KIT

SPONSOR

(one available)

Case of the Tuesdays? Be everyone's hero the morning after Meltdown by sponsoring our "wake up and rally: hangover kit" to be given out as guest leave the evening event and at the hotel providing room block.

Assets Include:

- "Brought to you by signage"
- Logo inclusion on all Meltdown promotion (email, digital and social)
- Annual Logo inclusion on ABAC Website
- 200 logo-ed hangover kit that include:
 - Collagen Eye Mask
 - Electrolytes + Vitimin C
 - Advil
 - Makeup Remover wipe
 - Gum
 - Antacid

Investment \$2,000

Meltdown 2024



DJ & DANCE

FLOOR

SPONSOR



one available

Be the life of the party...LITERALLY

Assets Include:

- 2 free tickets to evening event
- light up logo projection on dance floor
- “brought to you by signage”
- logo inclusion on all promotion (email, digital and social)
- logo-ed souvenir beauty sample bag
- annual logo inclusion on ABAC Website
- dj shout outs throughout the night

Investment \$1,500

AFTER PARTY

SPONSOR

one available

Assets Include:

- 100 pre purchased drink tickets to be handed out at the door of designated location
- “brought to you by signage” at evening event
- logo inclusion on all promotion (email, digital and social)
- annual logo inclusion on ABAC Website
- dj shout outs throughout the night

Investment \$1,000

GOLF *Snack Bag*

SPONSOR
one available

Assets Include:

- “brought to you by signage”
- logo inclusion on all Meltdown promotion (email, digital and social)
- annual logo inclusion on ABAC Website
- 150 logo-ed snack bag that include:
 - protein bar
 - bottled water
 - nuts
 - tail mix
 - gum
 - Advil

Investment \$1,000

GOLF

Hole in One

SPONSOR

Get your auto client a “peek under the hood” of Meltdown with an exclusive auto sponsorship.

Benefits for any auto client:

- face to face access to C-suite level agency, station, advertising and other media personnel
- increase awareness and branding opportunities in a local targeted area pertinent to their dealership
- ongoing partnership with a local 501c3

Assets Include:

- opportunity to have featured vehicles on the Golf Course the day of Meltdown during the event
- Hole In One sponsorship (cash voucher or vehicle give away (ABAC to provide insurance policy)
- 4-some to play in golf tournament for dealership
- verbal mention at the beginning of the golf tournament and throughout the evening mc'ed by Atlanta's own Chris “Crash” Clark

- opportunity to include branded items or pamphlet in the golf snack bag (150)
- logo inclusion on entrance signage
- logo inclusion on all Meltdown promotion
- (email, digital and social)
- annual Logo inclusion on ABAC Website

Investment \$2,500