





WHY Sponsor Meltdown?

The Atlanta Broadcast Advertising Club sets out to provide superior networking opportunities in all facets of the media business in Atlanta. We strive to 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 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 while helping both our local and national philanthropic partners.

We are currently preparing for Meltdown 2025, at Country Club of Roswell on 8/21. We are looking for generous supporters like you to help us with sponsorships, attendance, and raffle items that will benefit both Atlanta's Media Community and our 2025 philanthropic partners.



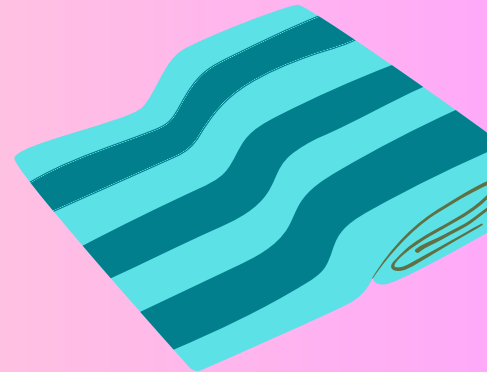


WHY... Sponsor Meltdown?

ABAC has been focused on and is heavily involved in very localized non-profit and philanthropic efforts, creating partnerships/fundraising and volunteer opportunities for our members. These local groups, that otherwise would not have the means for free publicity or to garner donations through a platform like ours, have greatly benefited from our and your awareness, involvement and all of the fundraising that you have already contributed to.

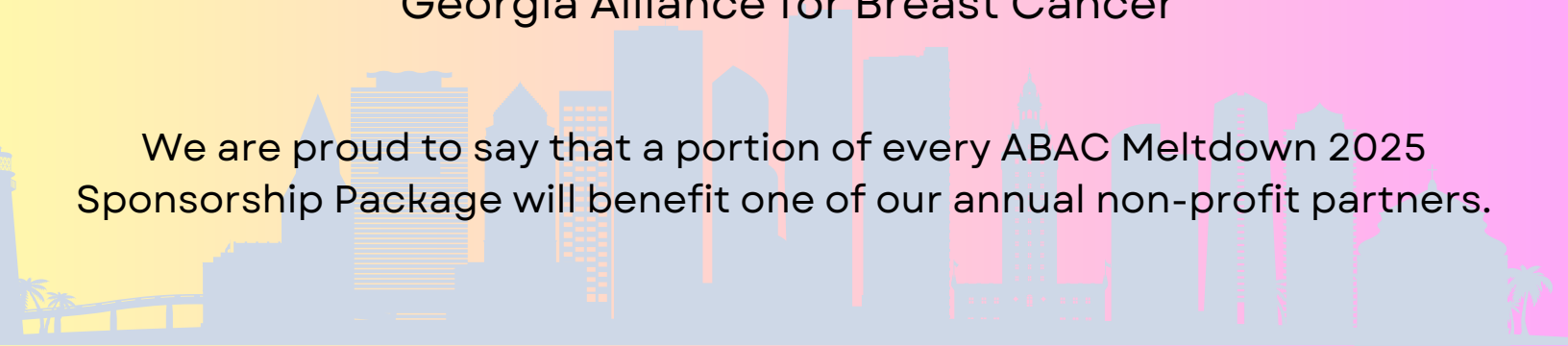


Dress for Success
Operation Feed
The Joy Mission
MADD



Atlanta Smiles Foundation
Atlanta Swem Kids
Make a Wish Georgia
The Atlanta Community Food Bank
Kennesaw State University
Ronald McDonald House
Georgia Alliance for Breast Cancer

We are proud to say that a portion of every ABAC Meltdown 2025 Sponsorship Package will benefit one of our annual non-profit partners.





WHY... *Sponsor Meltdown?*

You're in Good Company!

2024-2025 ABAC Sponsors Include



Locality



TEGNA

gamut
SMART MEDIA FROM COX



GOOD KARMA BRANDS
(EST. 1997)





Splash Bash

Lunch Sponsorship

The Meltdown Pool Party is back! After golf, lunch will be served poolside! With games, contests, golf scores and trophy announcements, Meltdown midday guests will be treated to an afternoon of fun in the sun before the evening portion of our event with King of Pops. Make a SPLASH by being the exclusive bar/lunch sponsor!

***A portion of this sponsorship with benefit Atlanta SwemKids (local non-profit that offers swim lessons and water safety skills to underserved communities)**

Assets Include:

4 tickets to pool party

4 tickets to evening event

“Brought to you by” signage at the evening event

Logo inclusion on all digital event promotion (email, digital and social)

“Thank you” social posts (individual and group) pre and post event

Annual logo inclusion on ABAC Website

Logo-ed cups, koozies, coolers and beach balls

Unlimited job listings on ABACAtlanta.com

Annual logo placemet on ABACAtlanta.com

Investment: \$4,000



CHARGING STATION

Sponsorship



Keep everyone connected, safe and charged all night thanks to our logo-ed table top phone charging stations.

Assets Include:

“Brought to you by signage”

Logo inclusion on all Meltdown promotion

Annual logo inclusion on ABAC Website

Logo inclusion on main “Thank you to our Sponsors” sign

Unlimited annual job listings on ABACAtlanta.com

Golf Hole Sign

Logo-ed charging tables throughout event

Option to include logo-ed souvenir magnetic wireless charger

Investment: \$1,750





PICKLEBALL SNACKBAG SPONSORSHIP

Sponsorship

ON the net? over the line? Not without pickleball snacks! Sponsor the reusable, sealable, waterproof snack bags, filled with goodies for ABAC's inaugural Meltdown Pickleball Tournament

Assets Include:

Complimentary Pickleball pair

"brought to you by" signage

logo inclusion on all Meltdown promotion

annual logo inclusion on ABAC Website

logo inclusion on main "Thank you to our sponsors" sign

unlimited annual job listings on ABACAtlanta.com

golf sign/hole

"thank you" social post/story and e-blast

40 souvenir logo-ed snack bags

40 souvenir ball packs

Investment \$2,000

YOUR LOGO HERE





ICE CREAM/ICED COFFEE BAR SPONSORSHIP

Sponsorship

Do people in Miami even eat desert? Sure they do, it's the sweet life! Sponsor our Miami themed dessert bar place in the main ball room where we will over South Beach themed desserts and iced coffees!

Assets Include:

- Complimentary evening tickets (2)
- "brought to you by" signage
- logo inclusion on all Meltdown promotion
- annual logo inclusion on ABAC Website
- logo inclusion on main "Thank you to our sponsors" sign
- unlimited annual job listings on ABACAtlanta.com
- golf sign/hole
- "thank you" social post/story and e-blast
- logo-ed capped iced coffee cups and napkins

Investment \$2,000



KEEPSAKE DOMINOS/CARDS

Sponsorship

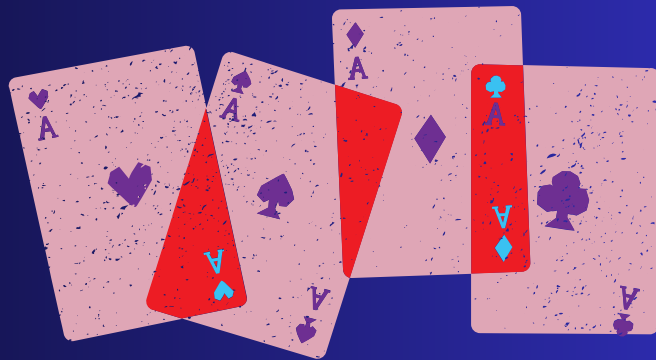
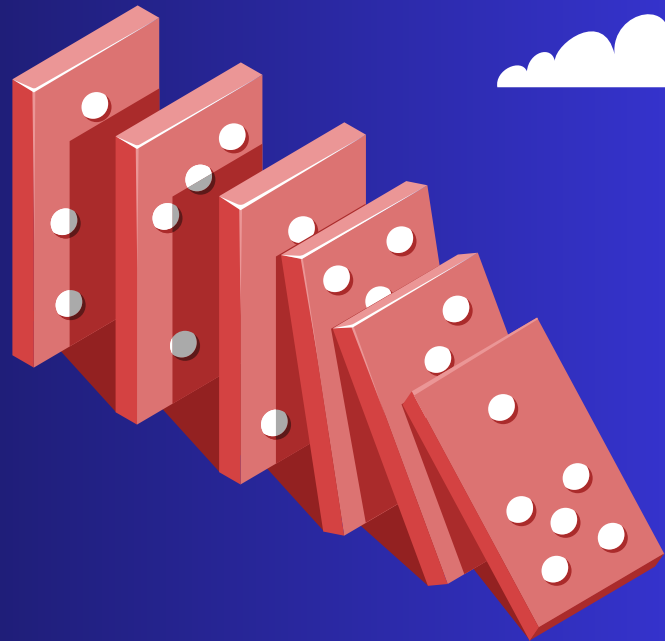
Play your best hand by sponsoring our dominos and card games featured in our Cigar Lounge

A portion of this sponsorship will benefit Make A Wish Georgia.

Assets Include:

- 2 complimentary tickets to evening event
- "Brought to you by" signage
- Logo inclusion on all promotion (email, digital, and social)
- Tagged "thank you" social posts
- Annual logo inclusion on ABAC website
- custom logo-ed cards and domino boxes

Investment
\$1,000



RAFFLE ITEM Sponsorship



ABAC is a non-profit organization exclusively supported by our local media partners/members. We have been focused on and are heavily involved in very localized non-profit and philanthropic efforts, creating partnerships/fundraising and volunteer opportunities for our members. These local groups, that otherwise would not have the means for free publicity or to garner donations through a platform like ours have greatly benefited from our and your awareness, involvement and all of the fundraising that you have already contributed to.

Please consider donating to the purchase of a raffle item. Remember a portion of every ABAC raffle benefits one of our non-profit partners .

**Investment \$200 (or an item
valued at \$200 or more)**

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Georgia Alliance for Breast Cancer





Thank You!

SEE YOU IN....



Thursday 8/21

5-9P

Country Club of Roswell



2025-2026 Board Members



SUSAN RUSSELL ALEXANDER
PRESIDENT



ALLY POSTELL
VICE PRESIDENT



MONICA HOLLOWAY
SECRETARY



DARRYN PERSAUD
PAST PRESIDENT



JOEY GANGI
PAST PRESIDENT



KIRSTEN BURGER
PHILANTHROPY CHAIR



ANDRIENA COLEMAN
BOWL-A-THON CHAIR



ERIC FREEMAN
SPONSORSHIPS CHAIR



CHRIS GIBBS
SPRING FLING CHAIR



NATALIE SORTO
HOLIDAY PARTY CHAIR



KELLY CONNER



LUKE SELVAGGIO



SAM GENZALE



LAURA REESE



ZOIE HASHIM



RON CARDORETTE



KASEY SMITH



KATIE RUBENSTEIN