

# Atlanta Parent Magazine's Non-Profit Partnership



*Atlanta Parent Magazine* is now accepting applications from Georgia- based non-profits wishing to be considered as a 2010 beneficiary of *Atlanta Parent Magazine* and our Family Block Party.

Atlanta Parent will select up to four non-profits to partner during the 2010 year. Each year we may select new organizations. We are looking for non-profits with an operating budget under \$1.5 million, who reach or affect families, special needs children, community outreach or the environment.

Our goal is to provide our partners with exposure through our print products and our Family Block Party Festival. We do expect full participation and the meeting of the below requirements to receive all the benefits of this partnership.

*Atlanta Parent Magazine* is celebrating 27 years as Atlanta's No. 1 parenting resource. We distribute 100,000 free magazines each month throughout metro Atlanta.

Family Block Party is a great community event to reach families and tell them more about your organization!

Please open the attached or email [lpowell@atlantaparent.com](mailto:lpowell@atlantaparent.com) to request an application. Applications must be received at Atlanta Parent's office by close of business on **January 26, 2010**.

## **What Atlanta Parent will provide:**

Three 1/3 page 4-color ads in *Atlanta Parent Magazine* (months subject to availability)

Editorial focus on your organization in our Community Corner section of the magazine in one issue

Beneficiaries at Atlanta Parent's Family Block Party can receive:

- A donation of a portion of the proceeds to your non-profit

- Visibility and exposure of your organization in ads throughout our media campaign: *Atlanta Parent Magazine*, East Cobber, WSB Family 2 Family, Radio Disney, 20,000 flyers and additional media to be announced

- Awareness of your non-profit to more than 5,000 Atlanta families at the event and more than 200,000 Atlanta Parent readers

- An interactive booth at the event to increase the visibility of your non-profit's services and a fun way for families to learn about what you do

- Highlights about your organization in the Festival Guide

## **Requirements of Beneficiaries:**

What we need from you:

Provide volunteers to help event day\*

Help promote the event to increase attendance at Family Block Party

List event in newsletters, websites, and email blasts

Provide an interactive activity at Family Block Party\*\*

If beneficiaries do not meet the above requirements, it will affect amount of donation to your organization.

\*All beneficiaries will be asked to provide a minimum of 15 volunteers for set-up or assisting with activities on Saturday, October 9. This does not include the volunteers working your booth. Volunteer information will be provided in the acceptance letter.

\*\*Beneficiaries will have a booth at the festival to host an interactive activity and display/share information about their organization. Past beneficiaries have hosted games or crafts.

## **Atlanta Parent Magazine's Partnership 2010 Application**

Save the application to your hard drive and type into the form or print the form and fill out the information.

Application must be submitted by January 26, 2010.

Date:

Organization Name:

Mailing Address:

Chief Executive Name & Title:

Contact Name & Title (if different):

Telephone:

Fax:

Email:

Organizational Demographics:

Number of full time staff:

Number of part time staff:

Number of volunteers:

Organizational annual budget:

What is your mission?

Which program of yours that positively impacts the community do you get most excited about?

How would you use Family Block Party to benefit your non-profit? (...that would make your organization stand out from all the other activities and interact with as many people as possible so they can learn more about your organization)

Please also attach:

A copy of your organization's 501 (c)(3) determination letter

Please return to:

Atlanta Parent Magazine  
Attn: Laura Powell  
2346 Perimeter Park Drive  
Atlanta, GA 30341