



**PULLMAN**

ATLANTA'S HISTORIC *Entertainment District*

IN THE HEART OF *Atlanta*

SPONSORSHIP DECK

# DEPARTURE INSTITUTE

## MURAL COMPETITION



# ARTIST'S INTERPRETATION OF THE HISTORY AND FUTURE OF THE HISTORIC SITE FROM A CREATIVE CULTURAL CIVIL RIGHTS PERSPECTIVE.



Murals build a sense of community and are significant + relevant to culture. They have a powerful way of communicating and vividly expressing the history, culture and social issues of the urban spaces and contexts of which they occupy.





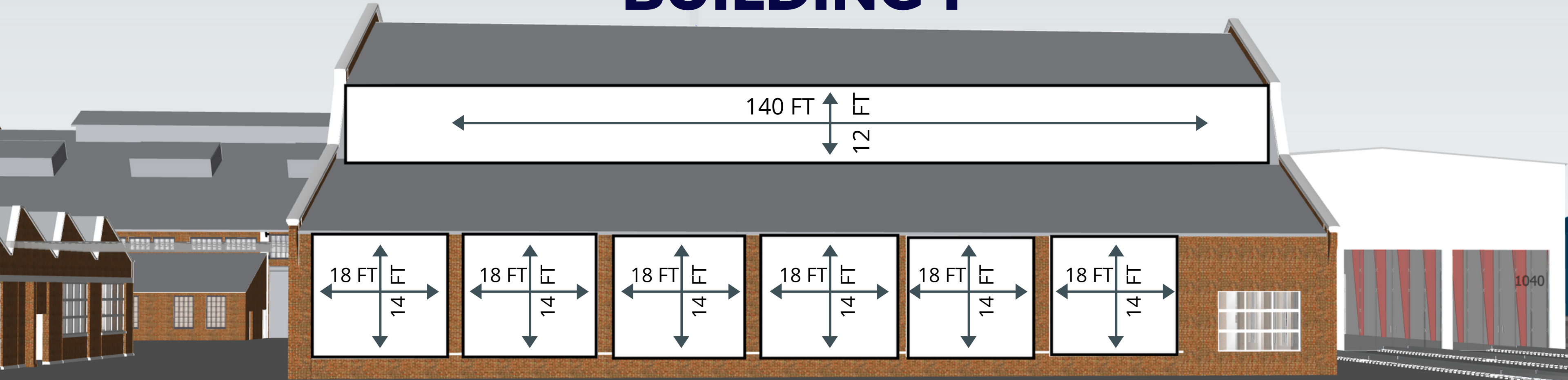
# OUR MISSION

ENHANCE OUTDOOR SPACES WHILE PAYING HOMAGE TO THE  
SITE'S RICH HISTORY.

**The theme for the first year of the contest is Pratt Pullman History and how it's history interacted with society at large. Sponsor seeks to install mural designs that effectively communicate its history. Winner(s) will paint and install a mural on one building in the Pratt Pullman Landmark District.**



# BUILDING 1



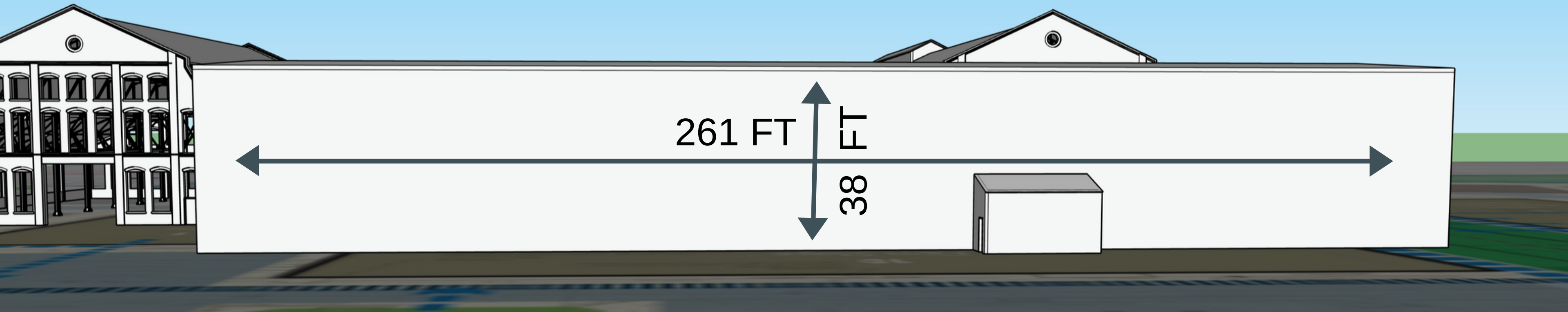


# BUILDING 1



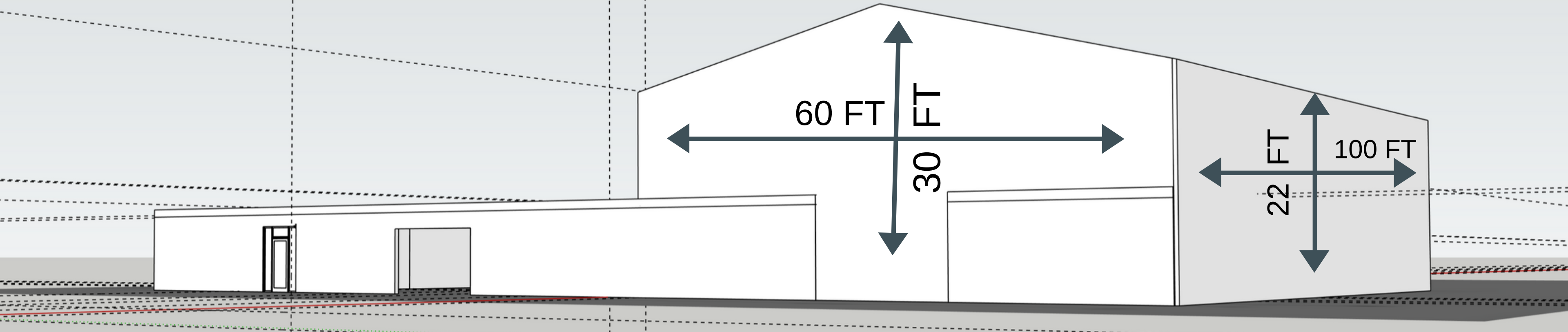


# BUILDING 10





# BUILDING 12





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Today, the original Pratt-Pullman District buildings are some of the most historically significant structures in the entire southeast of the United States.

The buildings have captured the imaginations - from artists to innovators - from the industrial revolution in the early 1900's to the digital revolution of the 2000's.

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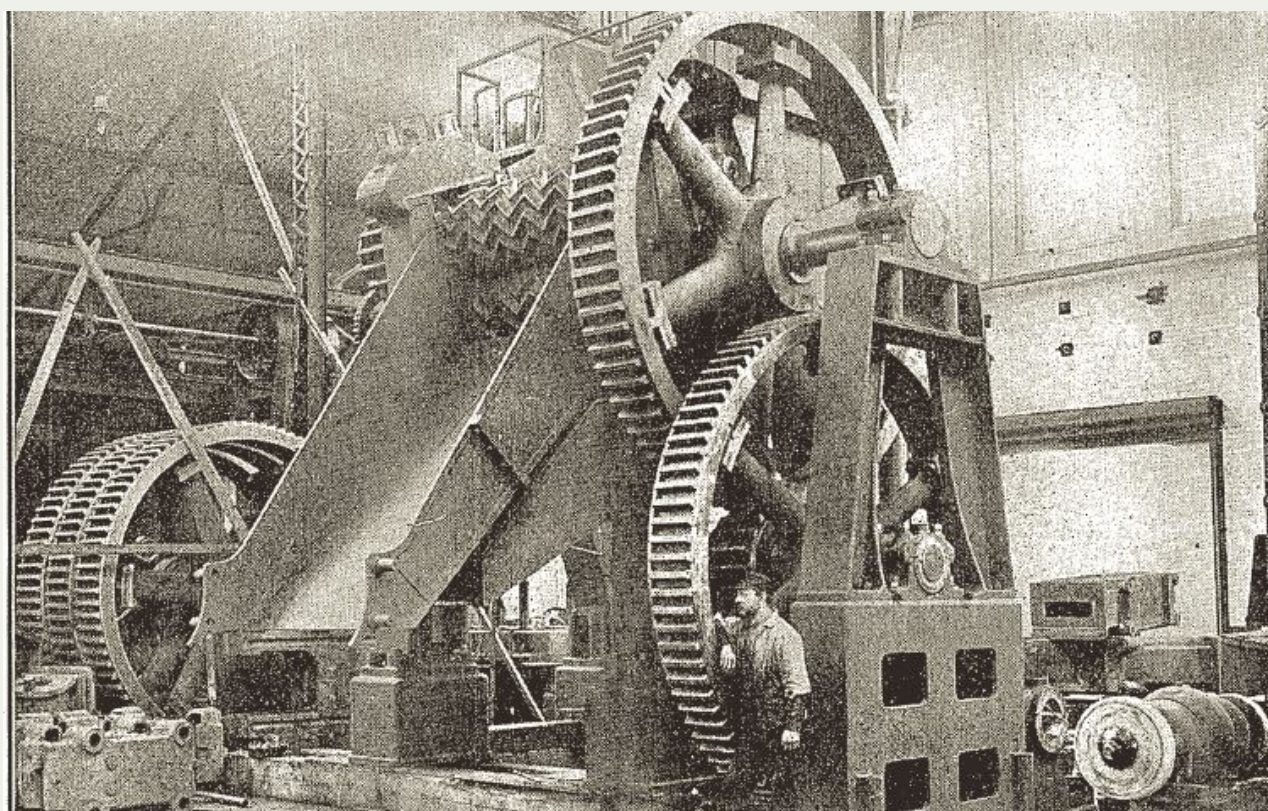


# COCA-COLA

PRATT LABORATORY WAS LATER SOLD TO COCA-COLA, WHO AT THE SAME TIME BOUGHT OUT WILLIAM PRATT HEATH'S START-UP, CRYSTAL CARBONIC.

The history of the Pratt-Pullman LD begins with the N.P. Pratt Laboratory, founded in 1879 by prominent Atlanta chemist and engineer, Nathaniel Palmer Pratt. The Pratt Laboratory was one of the first to manufacture and sell liquid carbon dioxide which became popular for its use in soda fountain machines to carbonate drinks. Heath went on to become one of Coca Cola's chief chemists and incorporated Pratt's successful carbonic gas production methods.







# SPONSORSHIP OPPORTUNITIES

## TIER 1 \$500

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitation, emails & posters

## TIER 2 \$1,000

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitation, emails & posters
- Company name mentioned in all media advertising; print & online.

## TIER 3 \$5,000

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitation, emails & posters
- Company name mentioned in all media advertising; print & online.
- Sponsor logo/mention on mural

## TIER 4 \$10,000

- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitation, emails & posters
- Company name mentioned in all media advertising; print & online.
- Sponsor logo/mention on mural
- Opportunity to provide marketing materials and giveaways for attendee gift bags