



ATLANTA TRACK CLUB CORPORATE MEMBERSHIP



Atlanta Track Club, the second largest running organization in the United States, has helped Atlanta build its reputation as Running City USA. With 33,000 members and more than 40 events and programs a year, the Club has been dedicated to inspiring and engaging walkers and runners of all ages and abilities since 1964. Now, Atlanta Track Club is putting that same effort and enthusiasm into making your company healthier and more active with our Corporate Membership Program.

Atlanta Track Club's Corporate Membership Program is designed to elevate your company's corporate wellness efforts in a simple, affordable way. With a Corporate Membership, you'll not only offer employees a great benefit, you'll also build a culture of community, competition, and camaraderie – Atlanta Track Club's three core values – at your organization.

Atlanta Track Club offers a wide variety of benefits to your company and its employees, including at-cost customizable adidas T-shirts, team meeting and social spaces at events and data analysis measuring engagement and health and fitness progress. Packages range from a One Mile to a Marathon plan, depending on the size of your company and the number of memberships you'd like to purchase.

EMPLOYEE MEMBERSHIP BENEFITS:

For \$40, here's what you'll have access to as an Atlanta Track Club individual member

- FREE entry into 7 member exclusive Atlanta Track Club events as part of the Grand Prix Series presented by Summit Coffee
- Annual member gift: For 2024, the gift is an adidas Atlanta Track Club T-shirt
- Guaranteed lowest price to register for the Atlanta Journal-Constitution Peachtree Road Race on July 4, 2024 and guaranteed placement of Wave M or better
- Access to the 2024 Atlanta Journal-Constitution Peachtree Road Race post-race member party
- Two one-time guest passes to provide family and friends for Atlanta Track Club events in Grand Prix Series presented by Summit Coffee
- Group runs and walks across the city hosted by Atlanta Track Club's ambassador team
- Discounts at local specialty running stores across the city
- Discounts at various local favorites, including Georgia Aquarium and the Atlanta Journal-Constitution
- Access to exclusive member seminars, info sessions and meet and greets
- Exclusive member deals from Atlanta Track Club partners



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1 MILE PACKAGE 25 MEMBERSHIPS TOTAL COST: \$1,000

- Group photo at events
- Customized data report for your organization after each event
- One complimentary membership for Corporate Ambassador
- Advertisement opportunities on monthly Wingfoot Magazine website
- Mention during race announcements when group is in attendance

5K PACKAGE 50 MEMBERSHIPS TOTAL COST: \$2,000

- Group photo at events
- Customized data report for your organization after each event
- One complimentary membership for Corporate Ambassador
- Company volunteer opportunities
- Advertisement opportunities on monthly Wingfoot Magazine website
- A private training session for your employees led by an Atlanta Track Club Elite Athlete
- Mention during race announcements when group is in attendance

10K PACKAGE 100 MEMBERSHIPS TOTAL COST: \$4,000

- Group Photo at events
- Customized data report for your organization after each event
- Company volunteer opportunities
- One complimentary membership for Corporate Ambassador
- Team gathering space at events
- A private training session for your employees led by an Atlanta Track Club Elite Athlete
- Advertisement opportunities on monthly Wingfoot Magazine website
- Co-branded adidas T-shirts at cost
- Mention during race announcements when group is in attendance
- Placement in Virtual Event Bag for Publix Atlanta Marathon, Atlanta Journal-Constitution Peachtree Road Race, PNC Atlanta 10 Miler, Invesco QQQ Thanksgiving Day Half Marathon

HALF MARATHON PACKAGE 250 MEMBERSHIPS TOTAL COST: \$10,000

- Group Photo at events
- Customized data report for your organization after each event
- Company volunteer opportunities
- Two complimentary memberships for Corporate Ambassadors
- Team gathering space at events
- A private training session for your employees led by an Atlanta Track Club Elite Athlete
- Advertisement opportunities on monthly Wingfoot Magazine website
- Advertisement opportunities in our Atlanta Journal-Constitution Peachtree magazine and Atlanta Track Club year-end publication
- Co-branded adidas T-shirts at cost
- 12-week training plan for the Atlanta Journal-Constitution Peachtree Road Race or the PNC Atlanta 10 Miler & 5K
- Mention during race announcements when group is in attendance
- Placement in Virtual Event Bag for Publix Atlanta Marathon, Atlanta Journal-Constitution Peachtree Road Race, PNC Atlanta 10 Miler, Invesco QQQ Thanksgiving Day Half Marathon
- Atlanta Track Club hosted Lunch-and-Learn (wellness-focused educational session) held on site at your location

MARATHON PACKAGE 500 MEMBERSHIPS TOTAL COST: \$20,000

- Dedicated photographer for employees at event designated by employer
- Customized data report for your organization after each event
- Company volunteer opportunities
- Two complimentary memberships for Corporate Ambassadors
- Team gathering space at events
- Monthly group run / training session with an Atlanta Track Club Elite Athlete
- Advertisement opportunities on monthly Wingfoot Magazine website
- Advertisement opportunities in our Atlanta Journal-Constitution Peachtree magazine and Atlanta Track Club year-end publication
- Co-branded adidas T-shirts at 50% of cost
- 12-week training plan for the Atlanta Journal-Constitution Peachtree Road Race or the PNC Atlanta 10 Miler & 5K
- Feature article in Wingfoot Magazine
- Mention during race announcements when group is in attendance
- 10x10 booth space at Publix Atlanta Marathon Expo or Peachtree Health & Fitness Expo presented by Publix
- Placement in Virtual Event Bag for Publix Atlanta Marathon, Atlanta Journal-Constitution Peachtree Road Race, PNC Atlanta 10 Miler, Invesco QQQ Thanksgiving Day Half Marathon
- Two Atlanta Track Club hosted Lunch-and-Learns (wellness-focused educational sessions) held on site at your organization

