

UNYKORN BLACK | Sponsor Commercial Inventory | Atlanta 2026

UNYKORN BLACK offers measurable, performance-linked sponsor inventory across four product tiers. Each tier is backed by verified ride volume, branded passenger touchpoints, route ownership, and monthly performance reporting. Inventory is limited and sold by commitment date.

Sponsor Package Menu

Founding Sponsor

\$150,000

Category-exclusive placement across site, app, fleet graphics, booking confirmations, and settlement proof reporting.

Includes category exclusivity per launch window, custom QR offer slot, quarterly performance review, and first-right-of-renewal for 2027.

Route Sponsor

\$25,000

Own a defined priority corridor - airport-to-hotel, stadium exits, or dining district loops.

Includes route-branded digital placements, location-based QR offer slots, and monthly route performance summary.

Vehicle Sponsor

\$15,000

Sponsor a named premium SUV or Sprinter with visible exterior and interior brand placement.

Includes branded passenger handoffs, confirmation touchpoints, and tracked rider exposure metrics per event window.

Merchant Listing

\$2,500

Verified in-app placement for restaurants, hotels, lounges, retail, and premium services.

Includes periodic promotion support, QR activation, and referral performance summaries delivered monthly.

What Sponsors Own

Vehicle Branding	Exterior wrap + interior brand materials on named fleet unit for the contracted period.
Route Ownership	Named corridor displayed in app, confirmations, and QR receipts. Exclusive per tier.
App Placement	Sponsor creative shown in booking flows, confirmation screens, and post-ride summaries.
QR Offer Slot	Branded offer code embedded in passenger QR handoff at start and end of each ride.
Event Activation	Branded presence at Tier A/A+ events; sponsor materials in VIP vehicle areas.
Merchant Referral Link	Tracked link placement for hotels, restaurants, and venues within the sponsor package.

Reporting and Proof Standards

Every sponsor tier receives documented proof of performance. Reporting is provided monthly with quarterly review calls for Founding and Route sponsors. Settlement proof is generated through TROPTIONS-linked transaction logging.

- Monthly sponsor performance summary: ride counts, placement logs, QR scan rates.
- Route and event coverage documentation with timestamps and GPS confirmation.

- Creative proof snapshots (photo + screen capture) per event window delivered within 5 days.
- Quarterly sponsor ROI review with renewal pricing and inventory availability update.
- TROPTIONS settlement export: every sponsor dollar traced to confirmed ride delivery.

2026 Event Coverage Windows

Sponsor inventory is active across all 12 confirmed Atlanta events May-December 2026. Tier A+ events (World Cup window, SEC Championship) are primary activation targets with concentrated corporate and VIP traffic. All sponsor materials must be delivered and approved 14 days before first event activation.

Date	Event	Tier	Sponsor Value
May 24, 2026	Birthday Bash ATL	B+	Moderate - Late-night VIP routes, after-event offer...
June 8-9, 2026	Megan Moroney	B	Moderate - Concert transfers, hotel pickup, premium...
June 9-14, 2026	Atlanta Market + Apparel	A	Strong - Buyers, vendors, showroom executives, ai...
June 15-July 15, 2026	Atlanta World Cup window	A+	High - VIP arrivals, hotel-stadium-dining loops...
Aug. 21, 2026	Chris Stapleton	A	Strong - Stadium concert, suite guests, sponsor h...
Aug. 26-30, 2026	TOUR Championship	A	Strong - Executive golf, sponsor hospitality, cor...
Aug. 27, 2026	AC/DC POWER UP Tour	A	Strong - Major stadium concert, premium arrivals,...
Sept. 3-7, 2026	Dragon Con	A	Strong - Multi-day hotel corridor, fan groups, VI...
Sept. 18-20, 2026	Shaky Knees	A	Strong - Festival rides, hotel packages, sponsor ...
Oct. 10-11, 2026	Atlanta Pride	B+	Moderate - Festival mobility, hotel routes, merchan...
Nov. 10-11, 2026	The R&B Tour	A	Strong - High-demand concert nights, suite guests...
Dec. 5, 2026	SEC Championship	A+	High - Corporate hospitality, alumni groups, VI...

How to Reserve Your Inventory

1. Select your package tier and preferred event window(s).
2. Contact UNYKORN BLACK partnerships team to confirm inventory availability.
3. Execute commercial term sheet and provide prepayment to TROPTIONS escrow custody.
4. Submit brand assets (logo, creative, QR offer content) at least 14 days before activation.
5. Receive monthly performance reports from first event window through contract end.

UNYKORN BLACK Partnerships | <https://fifa.unykorn.org/> | Prepared May 8, 2026