

GIANT LETTERS OF ATLANTA



PRODUCT BOOK

Our Story of how Giant Letters got its start

The story of how Giant Letters of Atlanta began is a heartwarming tale of a father's love and a daughter's wedding. In 2018, Michael and Kim's daughter, Sarah, asked Michael to create 5 ft tall marquee letters for her wedding. Sarah couldn't find a local company that sold or rented letters in her budget. Michael, who had professional experience in restaurant operations and information technology, was good at woodworking and wanted to make his daughter's wedding special.

Michael found some free wood on Craigslist and designed and cut out each letter by hand using tools in his garage. The wedding was in the Atlanta-metro area, which was a two-hour drive from Michael's home. To make the letters lightweight and easy to transport, Michael came up with a design that used some leftover trim paint from around the house to paint them white. The only thing he needed to buy was some backyard string lights to create a classic marquee look. Sarah had her marquee DANCE letters for less than \$50, and Michael became a hero.

The reaction and response from friends and family after the wedding were overwhelming, which made Michael think about starting a side hustle. With the blessing and encouragement of his family, Michael posted an ad on Facebook to rent the letters DANCE. Pretty quickly, he rented them out a couple of times, and it was a really fun experience. Soon, the requests came in for different letters and numbers, and Michael sourced the material and designed each character. However, to keep up with the demand, he needed to find a proper source for all the materials.



Michael recruited the help of his youngest daughter, Savannah, to manage the workload. Michael upgraded and sourced professional lights and lumber suppliers, and Savannah helped paint, build, and do deliveries. Then COVID hit.



Savannah graduated high school three years prior, and when she heard that HS seniors were missing out on prom and graduation due to the pandemic, she wanted to do something to help them celebrate and know the community cares for them. They went to her old high school and set up GRAD 2020 on the lawn, and anyone who wanted to have their picture taken for free was welcome from 2 pm till dark. This was their first real grand opening event, and May of 2020 is when Michael says Giant Letters of Atlanta truly started.

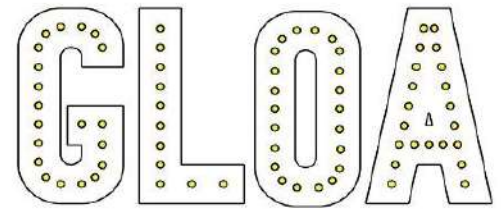
Story continued

From that day on, sales picked up despite the pandemic, and things started to get busy. Managing the business, moving to a new house, and operationalizing each part of the business took a lot of work. They brought on lots of new help, including Savannah's friend, Gus, who joined the team and became the main guy in the workshop and delivery king. The business is busy enough to require Laura and Brittany to answer the phone for 12 hours a day, Savannah to focus on customer confirmations and delivery routes, and Lindsey to focus on social media. Kim helps with a little bit of everything, and Hayley and Jason round out the delivery team.

At the heart of it all is a desire to serve others and the commitment to just love people. GLoA has adopted some key pillars to their success: operational excellence, second-mile service, and creating remarkable memories for everyone. Michael says they are truly blessed to help people celebrate moments and milestones. GLoA strives to be the easiest part of your party. When you get a chance to meet this family-run business, you will be impressed but not surprised to see how a loving dad took a \$50 investment and turned it into a thriving small business.



Delivery Order Price Sheet 5 foot Characters



Delivery miles can be checked using the address;
129 Hillmont Dr., Woodstock GA 30188

Price including Delivery (before Tax and Deposit)

# of characters	Subtotal	0-20 Miles (\$85)	21-50 Miles (\$110)	51-65 Miles (\$135)	66-80 Miles (\$160)
1	\$60	\$145	\$170	\$195	\$220
2	\$120	\$205	\$230	\$255	\$280
3	\$180	\$265	\$290	\$315	\$340
4	\$240	\$325	\$350	\$375	\$400
5	\$300	\$385	\$410	\$435	\$460
6	\$360	\$445	\$470	\$495	\$520
7	\$420	\$505	\$530	\$555	\$580
8	\$480	\$565	\$590	\$615	\$640
9	\$540	\$625	\$650	\$675	\$700
10	\$600	\$685	\$710	\$735	\$760
11	\$660	\$745	\$770	\$795	\$820
12	\$720	\$805	\$830	\$855	\$880
13	\$780	\$865	\$890	\$915	\$940
14	\$840	\$925	\$950	\$975	\$1,000
15	\$900	\$985	\$1,010	\$1,035	\$1,060

Delivery Order Deposit; \$50

Place deposit today to reserve for any future event date!
Full amount due no later then 48 hours before event date!
Deposits are refunded after the event and all products have
been returned in full working order.



**Offering all sizes 3ft - 8ft
in 2D or 3D, with or without lights**



STAY UP TO DATE ON ALL THINGS GLOA
& CHECK OUT OUR SOCIAL MEDIA!

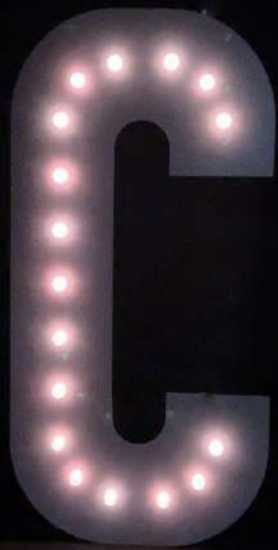




OUR STANDARD
CHARACTERS ARE
5 FT TALL & 2.5 FT WIDE

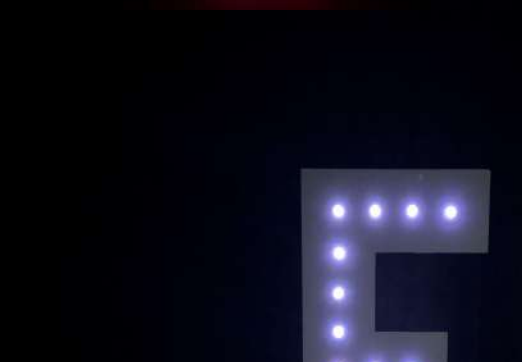


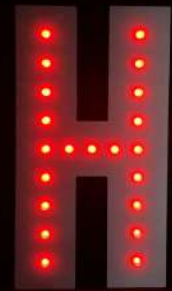
THEY COME STANDARD IN WHITE WITH
COLOR CONTROLLABLE LIGHTS!



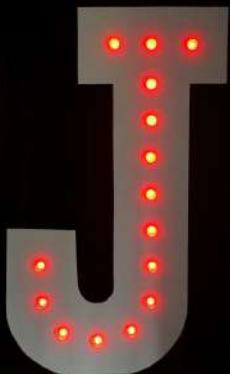
GET IT POPIN

CUSTOM BALLOON DECOR





BOOMSY
CREATIONS

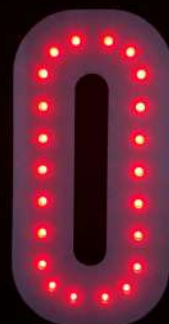
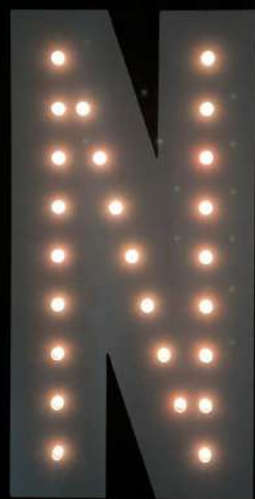


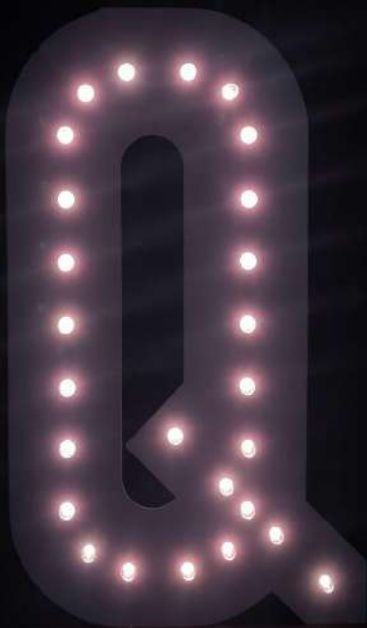


ATLANTA BOTANICAL GARDEN









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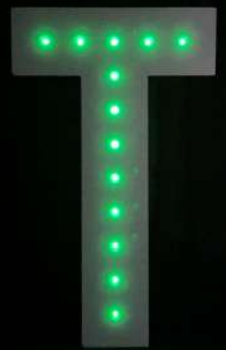
*Glitz
of
Atlanta*

R

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S

S





SOVEREIGN
Sweets



0 1 2 3

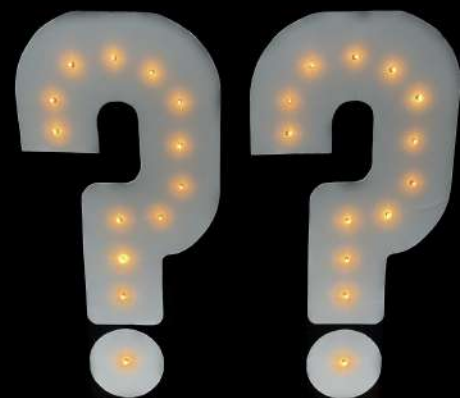
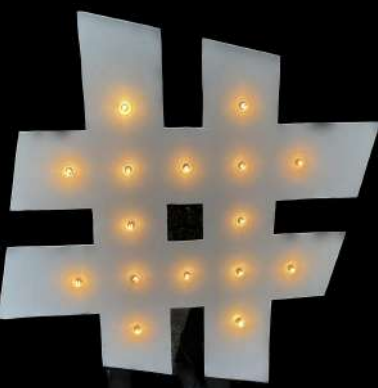
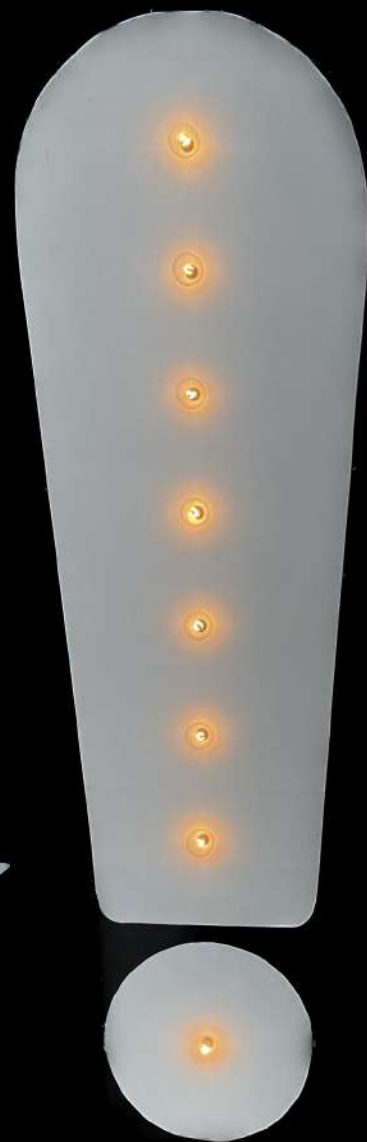
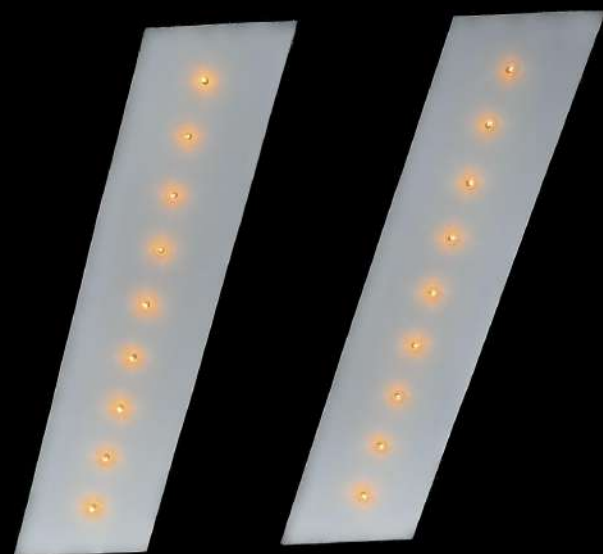
4 5 6 7

8 9 10

Did you know GLOA offers GREEK characters for just \$60 per letter!?!



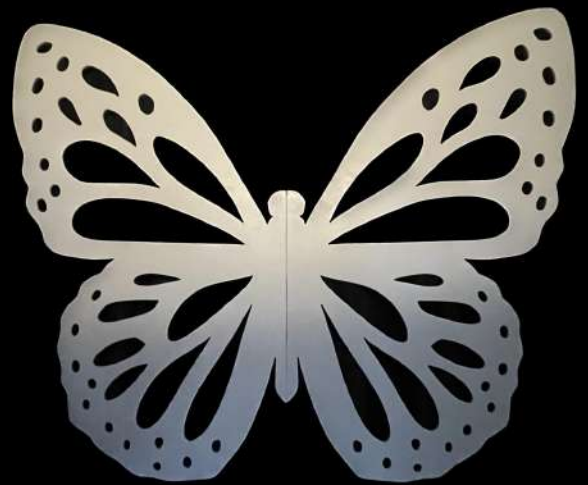
Our Classic
Special
Characters are
\$60 each!



Check out our LED Special Characters, \$100 each (unless marked)



4 ft. Nike Shoe





8ft Nike Shoe
\$200



Our XXL 8ft 2D characters with lights are \$175 a piece.

We also offer our XXL 8ft 3D WITHOUT lights for \$250 per character.



TOAST
ON LENOX

Order Toast On
Lenox Today

NEW AMERICAN BRUNCH

Skylines \$300

Champagne wall \$200 (standard)
+\$75 - with Custom Name Keep Sake!
(Holds 72 flutes)

“Day & Night” 3 set Arch Walls
\$325 (for set) or \$125 (individually)



We can always change to color of your characters!
Regular Vinyl is +\$25 per character to wrap,
And Custom Vinyl is +\$45 per character to wrap!



**Add an
accessory
to any
order!**





**Don't see
what you're
looking for!?
Place a
custom order
with us today ✨
(Minimum 2 week
build time!)**



B  MB BABES
CAKE BOMBS & CUSTOM TREATS