



ATLANTA MISSION
Hope Lives Here.

BECOME A SPONSOR OF HOPE

**SPONSORSHIP
OPPORTUNITIES**
2025-2026





ABOUT ATLANTA MISSION

Atlanta Mission transforms, through Christ, the lives of those facing homelessness. We are the oldest and largest provider of services to those facing homelessness in the southeast. We are a community united to end homelessness... one friend at a time. Atlanta Mission meets each person where they are, in their unique circumstances, to provide customized services to help them overcome the cause of their homelessness.

Various factors lead to homelessness — job loss, eviction, family tragedy, addiction, domestic violence, a major health condition, and more. The common denominator is a major crack in their life foundation. Our programs are multi-pronged and multi-layered, designed to meet people where life has led them.

THE NEED



3,562

Clients Served
in 2024



233,192

Nights of Shelter
provided in 2024

THE SOLUTION

- ▶ **Critical needs:** We provide essential services such as food, showers, and clothing. Our spaces and services cater to our clients' fundamental needs for safety, privacy, self-esteem and community.
- ▶ **Overnight care:** Sleeping areas separated to reduce a sense of crowding and vulnerability, and contain personal lighting, electrical outlets, and lockable storage for privacy.
- ▶ **Social Services:** Access to a social worker to assess client's needs and connect them to appropriate services in the community. Our safe environment will limit retraumatization that often occurs in shelters.
- ▶ **Trauma-informed Childcare:** Daily childcare is provided for moms we serve, so they are able to focus on working through their personal challenges. Children's indoor and outdoor spaces will allow children to play, work through trauma, connect and learn.



WHO WE SERVE



1,906
Men



1,090
Women



566
Children

TRANSFORMATION MODEL



“This means that anyone who belongs to Christ has become a new person. The old life is gone; a new life has begun!” 2 Corinthians 5:17 (NLT)

SPONSORSHIP OPPORTUNITIES

We have several unique and impactful avenues to support the critical work of Atlanta Mission. We support four campuses throughout the metro-Atlanta area: My Sister's House, our Make Progress campus for women and children in West-Midtown; The Shepherd's Inn, our men's campus in downtown Atlanta; Restoration House, our low-barrier campus for women and children in West-Midtown; and The Potter's House, a men's campus focused on addiction recovery in Jefferson, Georgia.

Your partnership will help provide shelter, food, clothing and transformational services to those most in need. Enhance your reputation as one of Atlanta's most generous corporate donors and build your brand within the larger-Atlanta community by becoming a Sponsor of Hope.

Restoration House Gala

October 18, 2025



Annual 5K Race

February 14, 2026



Annual Golf Tournament

May 2026



Podcast

Ongoing



Next Steps Program

Ongoing





OCTOBER 18, 2025



RESTORATION HOUSE

Restoration House is a state of the art, innovative facility leveraging trauma-informed design for women and children facing homelessness. The new shelter has enabled us to expand our day services for women and children by 20% and offer 102 new shelter beds for those in need.

Atlanta Mission opened Restoration House in the fall of 2021. The gala enables us to continue to serve the vulnerable women and children at this facility.

This is our fifth annual gala event and we invite you to partner with us as we unify community leaders, generous donors, volunteers and those we serve at Atlanta Mission.

Your partnership will help provide shelter, food, clothing and transformational services to those most in need.

Enhance your reputation as one of Atlanta's most generous corporate donors and build your brand with the wider engaged community by sponsoring the 2025 Restoration House Gala.



The inaugural 2021 Restoration House Gala raised over \$380,000 to support the opening and operating costs for our first year, and last year's Gala raised over \$1MM!

Estimated cost to continue operating Restoration House is \$1.8MM on an annual basis. This includes the costs to operate and maintain the building while providing safe shelter, food, and transformational services to the women and children we will serve.

Our fundraising goal (including in-kind) for the event is \$1,200,000.

This will cover gala costs and offset annual operating costs for Restoration House.

We have a variety of sponsorship levels and we are hoping you can find the right fit for your company.



SPONSORSHIP OPPORTUNITIES

	RESTORATION CHAMPION \$75,000 2 AVAILABLE	BEACON OF HOPE \$50,000 2 AVAILABLE	FOUNDATION BUILDER \$25,000 8 AVAILABLE	PATHWAY PARTNER \$10,000 8 AVAILABLE	TRANSFORMATION PARTNER \$3,000 10 AVAILABLE	
Industry Exclusivity	✓					BEFORE EVENT
Save The Date - Logo	✓	✓	✓			
Invitations - Logo	✓	✓	✓			
Website Presence	✓	✓	✓	✓		
Email Blast - Logo	All	All	✓	✓		
Two Podcast Ads	✓					
Digital Auction App	✓	✓				DURING EVENT
Program Inclusion	✓	✓	✓	✓	✓	
Event Signage Digital	✓	✓	✓			
Event Signage Printed	✓	✓	✓	✓		
Menu Card	✓				✓	
Auction Paddles	✓	✓				
Photo Step & Repeat	✓	✓	✓	✓		
Speaking Opportunity	✓					
Table & Guests	4 Tables	2 Tables	1 Table	6 Tickets	2 Tickets	
Live Podcast Interview	✓					
Host Cocktail Hour					✓	
Thank You Email Blast	✓	✓	✓			AFTER EVENT

ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$25,000

Food Sponsor
(Unlimited)

For your contribution at this level, you will receive:

- » **One (1) Table**
- » Pre-Event brand/name on our digital spaces
- » Onscreen brand/name promotion during the event
- » Menu card promotion during the event

\$15,000

Beverage Sponsor
(Unlimited)

For your contribution at this level, you will receive:

- » **One (1) Table**
- » Pre-Event brand/name on our digital spaces
- » Onscreen brand/name promotion during the event
- » Bar Signage

\$7,500

Flower Sponsor
(Unlimited)

For your contribution at this level, you will receive:

- » **Two (2) Tickets to the event**
- » Pre-Event brand/name on our digital spaces
- » Onscreen brand/name promotion during the event
- » Signage in each floral arrangement on the table

\$5,000

Valet Sponsor
(Unlimited)

For your contribution at this level, you will receive:

- » **Two (2) Tickets to the event**
- » Pre-Event brand/name on our digital spaces
- » Onscreen brand/name promotion during the event
- » Signage at the valet stand



FEBRUARY 14, 2026

RACE TO END HOMELESSNESS

On February 14, 2026, Atlanta Mission will celebrate 88 years of ending homelessness with a 5K race through Atlanta. Our city is home to over thousands of homeless individuals who face the perilous conditions of winter without a roof over their heads. Atlanta Mission serves hundreds of these men, women, and children every single night.

There will be both an in-person option and a virtual registration option. This means that your company logo will be seen all over the city of Atlanta, and even further away!

Your partnership will provide emergency services to men, women, and children facing homelessness during the coldest months of the year.

2025

\$325,000 Sponsorship + 2100 Runners

2026 Goal

\$360,000 Sponsorship + 2500 Runners



SPONSORSHIP OPPORTUNITIES

	CHAMPION OF CHANGE \$50,000 2 AVAILABLE	IMPACT PARTNER \$25,000 4 AVAILABLE	HEART OF HOPE \$10,000 8 AVAILABLE	LAMPLIGHT HOLDER \$7,500 8 AVAILABLE	COMMUNITY BUILDER \$3,000 10 AVAILABLE	
Industry Exclusivity	✓					BEFORE EVENT
TV	✓					
Newsletter	✓					
Press Release	✓					
Logo on Billboards	5	1				
Logo on Promo Card	✓	✓				
Social Media Promo	✓					
Logo in Email Blasts	All	3	1			
Website Presence	✓	✓	✓	✓		
Two Podcast Ads	✓					
Branded Items Included in Race Packet	✓	✓				
Logo on Race Bibs	✓	✓				DURING EVENT
Logo on Back of Shirt	✓	✓	✓			
Logo on Step & Repeat	✓	✓	✓			
Optional Tent in Village	✓	✓	✓	✓	✓	
The Village Signage	✓	✓		✓	✓	
Race Registrations	60	45	35	20	10	
Outgoing Press Release	✓					
Access to Sponsor Tent	✓	✓	✓	✓	✓	
Thank You Email Blast	✓	✓	✓	✓	✓	AFTER EVENT



MAY 2026



For the sixteenth consecutive year, Atlanta's most generous corporate partners and individuals will gather at Peachtree Golf Club in an effort to make a difference in the lives of men, women, and children who are homeless in our city. The Hope In One Golf Tournament will build awareness of critical needs and raise funds to support our addiction recovery services.

FINANCIAL OBJECTIVES

It costs \$376,000 to provide addiction recovery throughout a typical year at The Potter's House. The Hope in One Golf Tournament is designed to offer addiction recovery and life transformation to the thousands of men served by Atlanta Mission each year. In 2025, we raised \$380,000. Our goal for 2026 is \$400,000. Our goal this year is to raise enough money to pay for addiction recovery services, as well as cover the cost of the tournament itself.

"A client's first 30 days in recovery are crucial to the success of their entire program. In that 30-day period, clients are creating new structures in their lives. They're learning the basics of the 12 steps and body chemistry in classes, meeting with their services team and doing clinical assessments, creating healthy habits for themselves."

Madison Ivey, Make Progress Leader at The Potter's House

SPONSORSHIP OPPORTUNITIES

Your sponsorship supports recovery throughout the year at The Potter's House and Atlanta Mission.

PRESENTING SPONSORSHIP: \$50,000

Your sponsorship also includes:

- Company logo on:
 - All event day signage
 - All PR and print and digital materials
 - All tournament giveaways
- Playing spots for 8 golfers (two teams)
- VIP meet and greet with keynote
- Speaking opportunity at post-tournament reception
- Captain of team receives an invitation to exclusive Captain's Dinner.
- Priority partner scheduling for six volunteer activities at Atlanta Mission campuses.

CHAMPION SPONSORSHIP: \$25,000

The Champion Sponsor is the main sponsor of the Captain's Dinner, an exclusive dinner at Peachtree Golf Club for Captains. It is a chance to hear from Tensley Almand, Atlanta Mission's President & CEO, as well as a keynote speaker. Past speakers include Stewart Cink, Larry Nelson, and Griff Moody.

Your sponsorship also includes:

- Company logo on print and digital materials
- Captain of team receives an invitation to exclusive Captain's Dinner.

SOLD

DRIVING RANGE & PLAYER GIFT SPONSORSHIP: \$20,000

We are delighted to offer this unique sponsorship opportunity for the driving range and player gifts! As golfers prepare for the tournament, they'll warm up at the driving range, where your exclusive signage will be prominently displayed. Additionally, each golfer will receive a premium player gift featuring a player gift insert card recognizing your sponsorship.

Your sponsorship includes:

- Company logo on exclusive signage for the driving range
- Company branded on player gift insert card recognizing your sponsorship
- Playing spots for four (4) golfers (one team)
- Captain of team receives an invitation to exclusive Captain's Dinner.

SOLD

SPONSORSHIP OPPORTUNITIES

BREAKFAST SPONSORSHIP: \$20,000

We are excited to host our annual pre-tournament breakfast to kick off an impactful event! All golfers will be invited to breakfast to hear from one of our current clients at The Potter's House.

Your sponsorship includes:

- Speaking opportunity at breakfast
- Playing spots for four (4) golfers (one team)
- Captain of team receives an invitation to exclusive Captain's Dinner.
- Company logo on:
 - Exclusive event day signage

CAPTAIN SPONSORSHIP*: \$12,000

The captain of each foursome also is invited to our exclusive Captain's Dinner sponsored by Brand Vaughan Lumber in the Peachtree Golf Club historic clubhouse. Previous speakers at the Captain's Breakfast include Stewart Cink, Larry Nelson, and Ron Braund. Captain sponsorships also include event signage, such as a sign on a tee box and the overall sponsor sign, as well as on the golf tournament website

Your sponsorship includes:

- Playing spots for 4 golfers (one team)
- Captain of team receives an invitation to exclusive Captain's Dinner.
- Company logo on:
 - Event day signage
 - Website

GOLF CART SPONSORSHIP: \$7,500

Every golfer will ride in style with your brand along for the journey! As the exclusive Golf Cart Sponsor, your logo and messaging will be prominently displayed on every tournament golf cart, ensuring maximum visibility from the first tee to the final hole.

Your sponsorship includes:

- Exclusive branding on all golf carts, providing continuous exposure throughout the tournament.
- Custom signage or decals on each cart, ensuring your brand is front and center.
- Recognition in event materials, website, and social media.
- Optional custom scorecard inserts with your logo and message inside each cart.

PUTTING GREEN SPONSORSHIP: \$5,000

We're excited to offer this exclusive opportunity to sponsor one of the most visible and well-trafficked areas of the tournament! Before heading to their starting holes, every golfer will stop by the putting green to warm up and test their short game. Your brand will be featured prominently in this prime location, creating meaningful visibility throughout the morning.

Your sponsorship includes:

- Exclusive signage on and around the putting green where all golfers gather before teeing off.
- Logo placement on tournament scorecards highlighting your sponsorship of the putting green.
- Recognition in event materials, website, and social media.
- Verbal acknowledgment during tournament announcements and awards presentation.



ONGOING



UNSEEN ATLANTA PODCAST

The Unseen Atlanta Podcast by Atlanta Mission features powerful, personal stories from individuals who have experienced homelessness, addiction, and trauma. Each episode centers around a specific barrier many of our clients face, offering a deep dive into the life of the brave men, women, and children we serve.

Following the client interview, a subject matter expert will discuss the episode's theme, exploring topics like mental health, homelessness, the housing crisis, and food insecurity, to provide valuable insights and inspire action.



OUR REACH

SOCIAL

Instagram

14.2K Followers

Facebook

20.7K Followers

LinkedIn

5K Followers

TikTok

2,171 Followers

YouTube

1,947 Followers

EMAIL

Newsletter

21K+ Subscribers

EACH MONTH WE WILL:

- Share weekly clips of the podcast on Instagram, Facebook, and TikTok
 - Send out a newsletter featuring the podcast
 - Upload the full episode to YouTube and LinkedIn
 - Share the episode on Apple & Spotify
- ...and more!



SPONSORSHIP OPPORTUNITIES

FULL SEASON SPONSOR - \$40,000

Be the primary sponsor for the entire season and enjoy premium exposure across all episodes and platforms.

Full Season Sponsorship Benefits Include:

- Social Media Exposure – Tag in episode release posts across LinkedIn, Instagram, Facebook, and TikTok.
- Video Branding – Company logo featured in YouTube video content.
- Newsletter Call-Out – Highlighted in our newsletter, reaching a dedicated audience of 22K+ people.
- Blog Feature – A blurb included in our blog post recaps.
- Podcast Mentions – Host mentions in both intro and outro segments, presented by our show's hosts and Tensley Almand, Atlanta Mission's President & CEO.
- Media Kit – A custom media kit for your PR team to share on social, highlighting your support and partnership.
- Six (6) in show 30 second ads

INDIVIDUAL AD PLACEMENT

Perfect for companies looking for flexible, per-episode exposure.

Episode Sponsor Benefits include:

- Podcast Read - Host will read your 30 second ad during the episode
- Social Tagging - Tag in one of the video clips shared on social media (separate from the main release post)
- Blog Mention - Link and mention in episode-specific blog posts

3 FOR \$2,100

5 FOR \$3,000

10 FOR \$5,000





ATLANTA MISSION



Next Steps

ONGOING



NEXT STEPS **WORKFORCE** **DEVELOPMENT** **PROGRAM**

At Atlanta Mission, we believe every job seeker deserves the chance to thrive. Through *Next Steps*, our workforce development program, we provide the structure, support, and opportunity individuals need to overcome homelessness and secure long-term employment.

Your sponsorship equips job seekers with **practical tools, holistic support, and professional readiness**—and walks with them every step of the way.



SPONSORSHIP OPPORTUNITIES

Your support helps remove the barriers that stand between our clients and sustainable employment.

INVEST IN THE FUTURE: \$50,000

Help Atlanta Mission scale our impact and invest in long-term workforce transformation.

Your sponsorship will:

- Fuel curriculum development, alumni engagement, digital tools, and employer partnerships
- Expand access to job retention coaching for one full year of employment for each client
- Increase access to employers and certification programs

FUEL TRANSFORMATION: \$35,000

Fund an entire 4-week intensive training cycle for a full cohort.

Your sponsorship will:

- Provide personalized vocational training, resume workshops, mock interviews, professional development, career coaching, and digital literacy training
- Help clients master our five core competencies

PROVIDE JOB SEEKER STABILITY: \$20,000

Remove the stress of survival so job seekers can focus on building a future..

Your sponsorship will:

- Cover access to counseling, food, shelter, and social services for an entire cohort
- Create a stable foundation where job seekers can fully engage in programming and heal from trauma

REMOVE BARRIERS TO EMPLOYMENT: \$15,000

Clear the path for job seekers who are ready to work.

Your sponsorship will:

- Fund consistent, high-quality childcare for a full cohort
- Provide MARTA transportation to interviews, job fairs, and training
- Ensure nothing stands between a client and their next opportunity

SPONSOR OUR JOB FAIRS: \$7,500

Connect job seekers to meaningful careers.

Your sponsorship will:

- Sponsor a full year of job fairs, connecting clients to hiring managers, mock interviews, and career pathways
- Cover outreach, logistics, professional prep, and volunteer engagement

COVER JOB SEARCH ESSENTIALS: \$1,500

Provide one (1) job seeker with the tools and support to land the job.

Your sponsorship will cover:

- One-on-one career coaching
- Resume and interview preparation
- Professional clothing and portfolio
- Access to LinkedIn, job alerts, and application tools