



FEBRUARY 13, 2027

5K RACE TO END HOMELESSNESS

The 5K Race to End Homelessness is one of Atlanta Mission's largest community events, bringing together individuals, families, churches, and corporate teams who share a commitment to helping their neighbors experiencing homelessness, poverty, and addiction.

Each year, thousands of participants run or walk to raise awareness and critical funding for Atlanta Mission's emergency shelter services during the coldest months of the year.

Participants can join the race in person or virtually, making it possible for supporters across the region to take part in the movement to restore hope in Atlanta.

In 2026, the race welcomed over 2,300 runners from across Metro Atlanta. This year, Atlanta Mission anticipates up to 2,500 participants and aims to raise \$360,000 to support emergency shelter, meals, and essential care for individuals seeking safety and stability.

The 5K is more than a race—it is a citywide expression of community support and compassion.

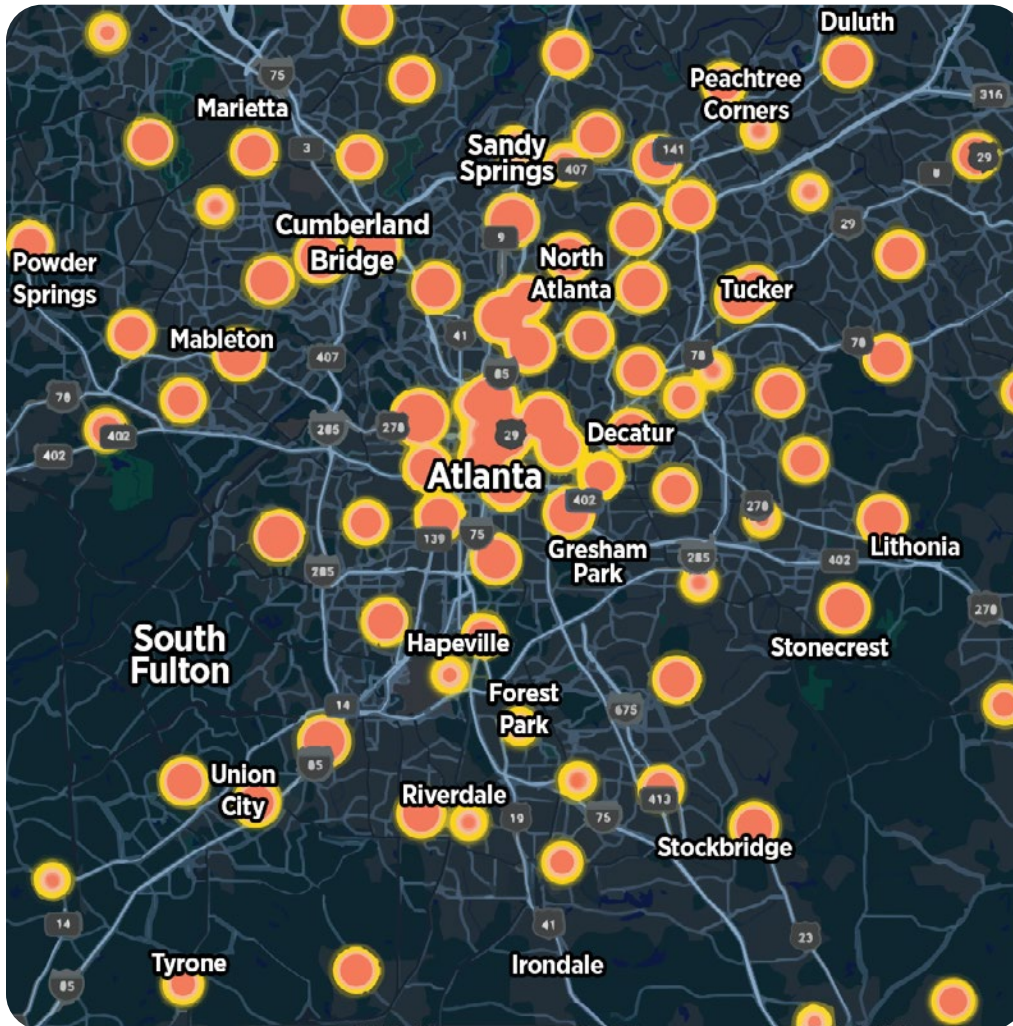


Past Sponsors have included:



RACE IMPACT

Last year's race welcomed **over 2,300 participants** representing communities across the region.



Funds raised through the 2026 race helped provide:



29,241
Meals



9,747
Nights of Emergency Shelter
Provided

Media & Community Reach



74,166
Digital Ad Impressions



12,149,593
Social Media Impressions



2,500,000
Impressions from Williams
Street Billboard on I-75/I-85

Major News Outlets Present on Race Day

- Atlanta News First
- 11ALIVE
- CBS Atlanta
- FOX 5 Atlanta
- WSBTV

SPONSORSHIP OPPORTUNITIES

	CHAMPION OF CHANGE \$50,000	IMPACT PARTNER \$25,000	HEART OF HOPE \$10,000	COMMUNITY BUILDER \$5,000	
Industry Exclusivity	✓				BEFORE EVENT
TV	✓				
Newsletter	✓				
Press Release	✓				
Logo on Billboards	5	1			
Social Media Promo	✓				
Logo in Email Blasts	All	3	1		
Website Presence	✓	✓	✓		
Podcast Spotlight	✓				
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	75	50	30	15	
Onsite Free Parking	40	20	10	5	
Access to Sponsor Tent	✓	✓	✓	✓	
Thank You Email Blast	✓	✓	✓	✓	AFTER EVENT

ADDITIONAL SPONSORSHIP OPPORTUNITIES

VENDOR VILLAGE: \$30,000

Become the exclusive sponsor of Vendor Village and help create a vibrant gathering space for runners, families, teams, and community partners on race day. Your sponsorship underwrites the Vendor Village experience while giving your organization a highly visible presence at the heart of the event.

For your contribution at this level, you will receive:

- » Naming rights of Vendor Village
- » Double tent activation in Vendor Village
- » 60 race registrations
- » 25 parking validations

MILE SPONSOR: \$15,000

Sponsor a race mile and cheer participants on as they run and walk to end homelessness in Atlanta. Mile Sponsors receive prominent visibility along the race route, creating an encouraging and memorable experience for participants while showcasing your organization's support for the community.

For your contribution at this level, you will receive:

- » Logo on race course mile markers
- » 40 race registrations
- » 15 parking validations

SPONSOR CLUB TENT: \$7,500

Become the exclusive sponsor of the Sponsor Club Tent, a dedicated hospitality space designed for sponsors, partners, and special guests on race day. Your support underwrites the experience while providing your organization with premium visibility and meaningful engagement opportunities throughout the event.

For your contribution at this level, you will receive:

- » Naming rights of Sponsor Club Tent
- » 20 race registrations
- » 8 parking validations

SNACK SPONSOR: \$3,000

Help provide high-quality, protein-packed snacks for runners and walkers as they celebrate at the finish line. Snack Station Sponsors receive visibility in a high-traffic area while helping create a positive and energizing race-day experience for participants and guests.

For your contribution at this level, you will receive:

- » Logo on snack signage
- » 5 race registrations
- » 2 parking validations