



Sponsorship Opportunities

Saturday, September 28, 2024
11:30 a.m. – 4:30 p.m.

**Atlanta Technical College
Dennard Conference Center
1560 Metropolitan Pkwy SW
Atlanta, GA 30310**



About HouseATL

HouseATL is a **cross-sector membership coalition** committed to building the public will for a **comprehensive and coordinated housing affordability action plan for Atlanta**. Our membership's vision is that Atlanta will have a shared, comprehensive set of policies and adequate funding to address housing affordability.



HouseATL's members advance the organization's mission through five working groups that cultivate partnerships across the public, private and nonprofit sectors. The Homeownership Working Group is responsible for organizing the Homeownership Maintenance & Education Expo this event and focused on increasing and sustaining homeownership for low-to-moderate income households, with a focus on Black and Brown families who have historically had lower ownership rates.



404

MEMBERS FROM
227 ORGANIZATIONS



5

WORKING
GROUPS



8

GUIDING
PRINCIPLES



23

DATA-DRIVEN
RECOMMENDATIONS

About HOME

Homeownership Maintenance & Education Expo

HOME – Homeownership Maintenance & Education Expo is an inaugural event for HouseATL’s Homeownership Working Group. This **free event** features educational sessions and informational booths from experts on estate planning, seasonal maintenance, energy efficiency, plumbing, electrical upkeep, DIY repairs, insurance, property tax information and more.

The expected attendance is between 200 - 300 attendees.



Benefits to your company



Showcase your company within the local community to over **200 homeowners** from across the Atlanta metro area, while also building and strengthening relationships with participating companies and organizations.



By becoming a HouseATL HOME – Homeownership Maintenance & Education Expo sponsor you are demonstrating your **commitment** to the communities you serve, preserving homeownership, and getting your message out as part of an educational and impactful community event.



As a sponsor, your company will be included in the **outreach and marketing campaigns**, including targeted social media and print media. The following will also be included based on your sponsorship level: Event signage, logo placement, stage announcements, product giveaways, commemorative swag bags and exhibit space.

We invite you to join us as we weave together the fabric that binds us all - strengthening our communities and creating partnerships that benefit all.

2024 Sponsorship Opportunities

Title Sponsor - Committed

\$7,000

- ✔ Category exclusivity
- ✔ Event **co-host**, present at welcome and closing
- ✔ Exclusive sponsor of an educational session
- ✔ Introductory speaking opportunity during the event
- ✔ Prominent positioning of company logo/name on HouseATL HOME Expo registration page, advertising, marketing materials and related collateral
- ✔ Prominent stage & vendor area positioning for banners (flag or sail)
8' x 8' exhibit space with one (1) six-foot (6') table and 2 folding chairs
- ✔ Prominent logo placement on event swag bags
- ✔ Opportunity to provide giveaways for attendees' event bags



Platinum Sponsor

\$4,000

- ✔ Exclusive sponsor of an educational session
- ✔ Introductory speaking opportunity during the event
- ✔ Company recognition during the event
- ✔ Company logo/name on HouseATL HOME Expo registration page, marketing materials & related collateral
- ✔ 8' x 8' exhibit space with one (1) six-foot (6') table and 2 folding chairs
- ✔ Premier logo placement on commemorative swag bags
- ✔ Opportunity to provide giveaways for attendees' event bags

Silver Sponsor

\$1,000

- ✔ Company logo/name on all HOME Expo **post-event** website, social media and email postings
- ✔ Company recognition during the event
- ✔ 8' x 8' exhibit space with one (1) six-foot (6') table and 2 folding chairs
- ✔ Logo placement on commemorative swag bags
- ✔ Opportunity to provide giveaways for attendees' event bags

Bronze Sponsor

\$500

- ✔ Company logo/name on all HOME Expo **post-event** website, social media and email postings
- ✔ Company recognition during the event
- ✔ 8' x 8' exhibit space with one (1) six-foot (6') table and 2 folding chairs

Name Sponsor

\$100

- ✔ Name/Company listed on the post-event webpage and social media and at on-site event marketing materials.

Secure your sponsorship by **August 30, 2024** by contacting Natallie Keiser at nkeiser@houseatl.org.



Thank you!

Natallie Keiser
Executive Director
nkeiser@houseatl.org

houseatl.org



[linkedin.com/company/houseatl](https://www.linkedin.com/company/houseatl)



@houseATLnews



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Homeownership Working Group Event Leadership Team

- **Dr. Christie Cade**, HouseATL Homeownership Working Group Co-Chair
- **Karen Hatcher**, HouseATL Homeownership Working Group Co-Chair
- **Eboni Killian**, HouseATL Homeownership Promotion SubGroup Lead
- **Shanda Laws**, HouseATL Home Preservation SubGroup Co-Lead
- **CJ Morris**, HouseATL Home Preservation SubGroup Co-Lead