



## Sponsorship Opportunities

**Saturday, September 27, 2025**

**10:00 a.m. – 3:30 p.m.**

**House of Hope**

**4650 Flat Shoals Parkway  
Decatur, GA 30034**



**WELLS  
FARGO**

**Title Sponsor**

# 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.



The Homeownership Working Group is responsible for organizing the **Dream HOME Expo** and is 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 the Dream HOME Expo



Building on the success of the Inaugural 2024 HouseATL HOME (HomeOwnership & Maintenance Education) Expo, which nearly 150 homeowners with critical tools to preserve and protect their homes, the **2025 Dream HOME Expo** expands the vision even further.

This year's event will **continue to support current homeowners** in maintaining sustainable homeownership through expert-led sessions on home maintenance, legal protection, and legacy planning. In addition, the 2025 Dream HOME Expo will introduce a **dedicated focus on prospective homeowners**, offering guidance on the full journey to homeownership—from financial preparation and credit repair to down payment assistance, mortgage prequalification, and the homebuying process.

Attendees—both current and future homeowners—**will leave empowered** with:

- Actionable strategies for maintaining and protecting their homes
- Trusted resources and service providers
- Key insights into wealth-building through homeownership
- Networking opportunities with lenders, REALTORS®, housing counselors, and legal experts

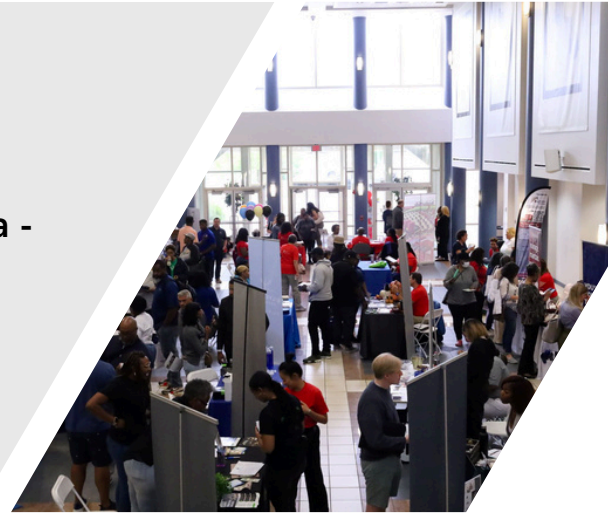
The **Dream HOME Expo** aims to close gaps in access to knowledge and services, promote long-term housing stability, and build stronger communities through education, empowerment, and connection.



# Be a Dream HOME Expo Sponsor

## Why Sponsor the 2025 Dream HOME Expo?

Reach a highly engaged audience of 200+ current and future homeowners from across the Atlanta metro area - people actively seeking trusted partners, services, and solutions to support their homeownership journey.



As a HouseATL Dream HOME Expo sponsor, your company will:

- Showcase your brand directly to a diverse and motivated community audience
- Demonstrate your commitment to sustainable homeownership and community investment
- Build meaningful relationships with fellow industry leaders, nonprofit partners, and public agencies
- Position yourself as a trusted resource in homeownership education and empowerment

Sponsorship includes robust marketing exposure through:

- Targeted social media campaigns
- Print advertising and digital outreach
- Inclusion in event signage, on-stage acknowledgments, and event programs
- Logo placement on materials and media
- Opportunity to offer product giveaways, contribute to commemorative swag bags, and host exhibit booths

Your support helps preserve homeownership, promote financial stability, and uplift the communities you serve—while connecting your brand to one of Atlanta's most impactful housing events.

**Secure your sponsorship by August 30, 2025 by contacting**

**Natallie Keiser at [nkeiser@houseatl.org](mailto:nkeiser@houseatl.org)**



# 2025 Sponsorship Opportunities



## ☀️ Title Sponsor – \$10,000

**Stand out as the exclusive top-tier sponsor with premium visibility and engagement.**

- Category exclusivity and Company recognition at the welcome and closing
- Speaking opportunity during event welcome and MC role for Scavenger Hunt prize giveaways
- Exclusive sponsor of two educational sessions
- Featured logo placement across all event marketing, swag bags, signage, handouts & website
- Premium 8'x8' exhibit space in a high-traffic area and prominent banner placement on stage
- Opportunity to include branded giveaways and a prize in the scavenger hunt

**WELLS  
FARGO**

## 💎 Platinum Sponsor – \$7,000

**Take center stage as co-sponsor of our Heirs Property Luncheon.**

- Company recognition during the event
- Speaking opportunity during the Heirs Property Fireside chat luncheon as a co-sponsor
- Elevated logo placement on all event marketing, signage, swag bags, handouts & website
- Premium 8'x8' exhibit space in a high-traffic area and prominent banner placement on stage
- Opportunity to include branded giveaways and a prize in the scavenger hunt

## 🥇 Gold Sponsor – \$5,000

**Position your brand with influence and reach across the event experience.**

- Company Recognition and Speaking opportunity during the event
- Logo featured prominently on all event marketing, signage, swag bags, handouts & website
- Prime 8'x8' exhibit space in a high-traffic area and banner placement on stage
- Opportunity to include branded giveaways and a prize in the scavenger hunt

## 🥈 Silver Sponsor – \$3,000

**Connect with attendees and grow your presence through branded engagement.**

- Company Recognition during the event
- Logo featured prominently on all event marketing, signage, swag bags & website
- Priority 8'x8' exhibit space in a high-traffic area
- Opportunity to include branded giveaways and a prize in the scavenger hunt

## 🥉 Bronze Sponsor – \$1,000

**Make your mark as a community supporter with meaningful visibility.**

- Company Recognition during the event
- Name featured prominently on all event marketing, signage, swag bags & website
- Priority 8'x8' exhibit space in a high-traffic area
- Opportunity to include branded giveaways and a prize in the scavenger hunt



# Thank you!

**Natallie Keiser**  
Executive Director  
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[houseatl.org](https://houseatl.org)



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



[@houseATLnews](https://facebook.com/houseATLnews)



[@houseatlnews](https://instagram.com/houseatlnews)

## Homeownership Working Group Event Leadership Team

- **Archie Emerson**, HouseATL  
Homeownership Working Group Co-Chair
- **Eboni Killian**, HouseATL Homeownership  
Working Group Co-Chair
- **Ashley Edwards**, HouseATL  
Homeownership Preservation SubGroup  
Co-Lead
- **Shanda Laws**, HouseATL Home  
Preservation SubGroup Co-Lead
- **Carissa Hughes**, HouseATL Home  
Promotion SubGroup Co-Lead
- **Sara Nessenbaum**, HouseATL Home  
Promotion SubGroup Co-Lead



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