

 HouseATL *presents*



Sponsorship Opportunities

Saturday, October 3, 2026
10:00 a.m. – 3:00 p.m.

The Morrow Center
1180 Southlake Circle, Ste. 100
Morrow, GA 30260



About HouseATL

HouseATL **advances equitable housing outcomes** for individuals and families in the metro Atlanta region by leading **cross-sector collaboration and advocating for affordable housing policies and solutions**. Our 450 members envision metro Atlanta as a thriving and diverse region, where people at all income levels have housing choices and can live with dignity, for generations to come. Our focus is the 5-core county Atlanta area.



HouseATL's members advance the organization's mission through 6 working groups that cultivate partnerships across the public, private and nonprofit sectors. The Homeownership Working Group, which is organizing this event, 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.



450

MEMBERS FROM
250 ORGANIZATIONS



6

WORKING
GROUPS



8

GUIDING
PRINCIPLES



23

DATA-DRIVEN
RECOMMENDATIONS

About the Dream HOME Expo

Homeownership Maintenance & Education Expo

The Inaugural 2024 HouseATL HOME (HomeOwnership & Maintenance Education) Expo provided nearly 150 homeowners with critical tools to preserve and protect their homes. In 2025, the Dream HOME Expo expanded the vision further to 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. 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, while also including the 2026 addition of resources and supports for homebuyers.

The Dream HOME Expo is a free public-facing event presented by the HouseATL Homeownership Working Group featuring industry experts' educational sessions on topics from down payment assistance to home maintenance, as well as approximately **25 exhibitors** providing essential resource information. The **expected attendance is between 150 - 250 attendees**.

"The Expo provided practical information, guidance, and peace of mind. I was able to learn firsthand about home maintenance and preservation, from protecting my roof to planning for necessary repairs. I also had the opportunity to connect with vendors who specialize in essential services such as home repair and tax assistance."

- Sherida Ragland, 2024 attendee & 2024 new homeowner

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, real estate professionals, 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.

Become a 2026 Dream HOME Expo SPONSOR

Building on the success of the 2024 and 2025 events, your sponsorship will position your organization as a leader in housing equity and homeownership sustainability. By partnering with HouseATL, you will reach a **highly engaged audience of 150+ 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
- Opportunity to offer product giveaways and host exhibit spaces



We invite you to join us in making homeownership more accessible, sustainable, and empowering for all!

2026 Sponsorship Opportunities

Title Sponsor

 **Committed**

\$10,000

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

- ✓ Category exclusivity
- ✓ Company recognition at the welcome and closing
- ✓ Introductory speaking opportunity during the event welcome
- ✓ Exclusive recognition as sponsor of two breakout sessions
- ✓ Title Company logo/name on the event registration page, marketing materials, social media & swag bags
- ✓ Premium stage and exhibit area positioning for banners (flag or sail)
- ✓ Premium 8' x 8' exhibit space with one six-foot table and two chairs
- ✓ Opportunity to provide branded giveaways and a prize drawing item

**WELLS
FARGO**

Platinum Sponsor

1 sponsorship remaining at this level

\$7,000

Take center stage as a co-sponsor of the lunch.

- ✓ Company recognition and speaking opportunity during the event
- ✓ Recognition as lunch and refreshments sponsors
- ✓ Exclusive recognition as sponsor of one breakout session
- ✓ Premier Company logo/name on the event registration page, marketing materials, social media & swag bags
- ✓ Premier stage and exhibit area positioning for banners (flag or sail)
- ✓ Premier 8' x 8' exhibit space with one six-foot table and two chairs
- ✓ Opportunity to provide branded giveaways and a prize drawing item

TRUIST 

Gold Sponsor

3 sponsorships remaining at this level

\$5,000

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

- ✓ Company recognition during the event
- ✓ Opportunity to MC a prize drawing during the event
- ✓ Prime positioning of Company logo/name featured on the event registration page, marketing materials, social media & swag bags
- ✓ Prime stage and vendor area positioning for banners (flag or sail)
- ✓ Prime 8' x 8' exhibit space with one six-foot table and two chairs
- ✓ Opportunity to provide branded giveaways and a prize drawing item

Silver Sponsor

3 sponsorships remaining at this level

\$3,000

Connect with attendees and grow your visibility in the community.

- ✓ Company recognition during the event
- ✓ Prominent positioning of Company logo/name featured on the event registration page, marketing materials, social media & swag bags
- ✓ Prominent 8' x 8' exhibit space with one six-foot table and two chairs
- ✓ Opportunity to provide branded giveaways and a prize drawing item

 **RENASANT
BANK**

Bronze Sponsor

3 sponsorships remaining at this level

\$1,000

Make your mark as a community supporter with meaningful visibility.

- ✓ Company recognition during the event
- ✓ Company name featured on the event registration page, marketing materials, social media & swag bags
- ✓ 8' x 8' exhibit space with one six-foot table and two chairs
- ✓ Opportunity to provide branded giveaways and a prize drawing item

Current sponsors:
**Southern First Bank &
Ameris Bank**

Secure your sponsorship by **July 31, 2026** by contacting Natallie Keiser at nkeiser@houseatl.org.

Thank you!



Natallie Keiser
Executive Director
nkeiser@houseatl.org

houseatl.org



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Homeownership Working Group Event Leadership Team

- Archie Emerson, Co-Chair, Homeownership Working Group
- Eboni Killian, Co-Chair, Homeownership Working Group
- Kym Cromartie, Co-Lead for Dream HOME Expo
- Shannon Erickson, Co-Lead for Dream HOME Expo
- Sara Nessenbaum, Co-Lead for Homeownership Promotion
- Barbara Guillory, Co-Lead for Homeownership Promotion
- Shanda Joy Laws, Co-Lead for Homeownership Preservation
- Ashley Edwards, Co-Lead for Homeownership Preservation
- Angel Crayton, Dream HOME Expo planning team
- Michelle Rosser, Dream HOME Expo planning team
- Arne Harrison, Dream HOME Expo planning team
- Jennine Hunter, Dream HOME Expo planning team
- Talia Thornton, HouseATL Membership Associate