

HouseATL

2027 HouseATL Affordable Housing Awards Luncheon Sponsorship Package

Wednesday, April 21, 2027
The Gathering Spot

HouseATL will be hosting its fourth annual Affordable Housing Awards Luncheon on April 21, 2027 at The Gathering Spot. The ticketed event has an expected attendance of 150 affordable housing leaders. It will recognize six outstanding housing affordability champions selected through a membership-wide election process. The awards categories include: Homeownership Champion; Housing Retention Hero; Housing Policy Advocate; Exceptional Funder; Sustainable Housing Star and Rental Housing Preservation Leader. This event will also serve as a fundraiser to support HouseATL's work to advance its strategic recommendations.





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 membership envisions 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.

500
MEMBERS FROM 235 ORGANIZATIONS

6
WORKING GROUPS

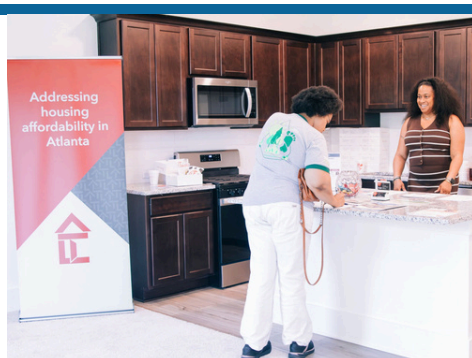
8
GUIDING PRINCIPLES

23
DATA-DRIVEN RECOMMENDATIONS

HouseATL's current priorities within our **action plan of 23 recommendations for the five-county metro Atlanta area** include:

- Dedicating revenue sources for affordable housing development
- Enhancing and protecting renter's rights
- Creating sustainable funding sources for under 50% area median income (AMI)
- Prioritizing publicly owned assets for affordable housing
- Providing resources to encourage affordable homes by homebuilders
- Securing property tax exemptions for affordable rental housing





About the Awards

HouseATL will recognize **six outstanding housing affordability champions** on April 21, 2027, at the **Fourth Annual Awards Luncheon** to an audience of 150 affordable housing leaders at The Gathering Spot. Awardees will be selected through a membership-wide election process. The awards categories include:



Homeownership Champion

A person or organization that is a visible proponent of homeownership preservation and supporting homebuyers seeking affordable housing. This champion pushes organizations and systems to close the racial gap in homeownership. Their work has a clear impact on opportunities for homebuyers and/or existing homeowners.



Housing Retention Hero

A person or organization that has prevented the displacement of community residents and galvanized others to take action. This solutions-oriented hero has promoted change in organizations and systems, reducing evictions, promoting long-term housing stability and elevating tenant challenges.



Housing Policy Advocate

A person or organization that has boldly demonstrated their passion for positive housing policy change. This advocate is strategic about analyzing the political environment and finding a feasible path forward, while keeping as their priority the people who are the most vulnerable to housing insecurity. Their policy focus may be at the local, regional or state level.



Exceptional Funder

This person or organization pushes beyond the traditional roles of a funder to leverage all their means of influence for affordable housing impact. This exceptional funder uses all the tools in their toolbox, recognizing the urgency of the current affordable housing challenge. They encourage other funders to step up and identify how they can also contribute.



Rental Housing Preservation Leader

A person or organization that has demonstrated exceptional leadership in preserving affordable rental housing, ensuring that existing affordable housing stock remains available, safe and well-maintained for long-term affordability. This leader effectively leverages abundant and flexible tools to prevent the loss of affordable units, working to ensure housing security for both owners and renters.



Sustainable Housing Star

This person, organization or company advances sustainability and resilience in affordable housing through leadership, innovation, and action. This Sustainable Housing Star looks beyond minimum requirements to promote healthier, more efficient, durable, and climate-resilient homes. They help demonstrate what is possible, share knowledge with others, and encourage partners across the housing industry to make sustainability and resilience a core part of how affordable housing is designed, built, preserved, and operated.

Learn about past awardees at houseatl.org/annual-awards.

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2027 Awards Sponsorship Opportunities

Presenting Sponsors

Fully Committed!

$13,000

- Presenting sponsor table (8 seats, plus signage/décor)
- Company opportunity to make brief welcoming/congratulatory remarks to awardees
- Verbal recognition at the event as a Presenting sponsor
- Company opportunity to place an ad in the event booklet
- Company opportunity to place a collateral item at each attendee's seat
- Company logo on event agenda as a Presenting sponsor
- Company logo on screen projection at the event as a Presenting sponsor
- Company logo on event registration page as a Presenting sponsor
- Company named in social media posts regarding the event as a Presenting sponsor
- Company logo on sponsorship poster at the event as a Presenting sponsor
- Company opportunity to have a display table in the lobby at event

Committed Sponsors:

BANK OF AMERICA · Georgia Power · WELLS FARGO

Premier Sponsors

1-2 sponsorships remaining at this level

$8,000

- 6 event tickets
- Verbal recognition at the event as a Premier sponsor
- Company logo on event agenda as a Premier sponsor
- Company logo on screen projection at the event as a Premier sponsor
- Company logo on event registration page as a Premier sponsor
- Company logo on sponsorship poster at the event as a Premier sponsor
- Company named in social media posts regarding the event
- Company opportunity to have a display table in the lobby at event

Committed Premier Sponsors: ***Liz Blake Giving Fund*** *and* ***PNC Bank***

Champion Sponsors

5-6 sponsorships at this level

$3,000

- 4 event tickets
- Verbal recognition at the event as a Champion sponsor
- Company logo on event agenda as a Champion sponsor
- Company logo on screen projection at the event as a Champion sponsor
- Company logo on event registration page and in event invitation materials
- Company logo on sponsorship poster at the event as a Champion sponsor

Supporting Sponsors

7 sponsorships remaining at this level

$1,000

- 2 event tickets
- Verbal recognition at the event as a Supporting sponsor
- Company name on event agenda as a Supporting sponsor
- Company name on screen projection at the event as a Supporting sponsor
- Company name on event registration page and in event invitation materials
- Company name on sponsorship poster at the event as a Supporting sponsor

Committed Supporting Sponsor: ***Southern First Bank***

Please contact Natallie Keiser, executive director, at nkeiser@houseatl.org for questions about sponsorship.

Thank you!

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