



Heroes *for* Hope

SPONSORSHIP OPPORTUNITIES



THURSDAY, OCTOBER 9TH
FLOURISH ATLANTA | 6PM

One small thing... can change lives.

Heroes *for* Hope

THURSDAY OCTOBER 9, 2025

Mark your calendars for a very special Heroes for Hope gala, a cornerstone of our mission to prevent and end homelessness.

Together, we will celebrate Hope Atlanta's 125th Year Anniversary! We're thrilled to announce that Matt Keith of Bank of America and Tiffany Callaway Ferrell of Atlanta Gas Light and Chattanooga Gas Company have returned as Co-Chairs for Heroes for Hope 2025. This year, we are proud to recognize Norfolk Southern as our Corporate Hero, accepted by President & CEO, Mark George. And, as part of our 125th Anniversary celebration, we will also present the distinguished Founders Award to Crystal Hanlon, Senior Vice President and Culture Officer at The Home Depot. We hope you'll join us for an unforgettable evening celebrating this year's extraordinary Heroes and their invaluable contributions to our community!



Our 2025 Honorees



Corporate Hero For Hope

NORFOLK SOUTHERN,
accepted by President & CEO,
Mark George



Individual Hero For Hope

CATHRYN VASSELL,
Chief Executive Officer,
Partners for HOME

2025 Co-Chairs



**MATT
KEITH**

SVP, Segment Executive
West Division
Bank of America



**TIFFANY
CALLAWAY FERRELL**

Vice President, Operations
Atlanta Gas Light and
Chattanooga Gas Company

Past Sponsors

NORTHSIDE
HOSPITAL

QT QuikTrip

THE
RMR
GROUP

BERCKMAN'S
AMERICAN VODKA

Arthur M. Blank
Family Foundation

Colonial Pipeline Company

Atlanta Gas Light

Georgia Power

DELTA

Chick-fil-A

Coca-Cola

BANK OF AMERICA

BERKADIA
AFFORDABLE HOUSING

CARTER-HASTON
INVESTMENT FORESIGHT

EY

Georgia
Natural
Gas

GP Georgia-Pacific

GT GreenbergTraurig

JPMorganChase

LocumTenens.com

NORFOLK SOUTHERN

perennial
PROPERTIES

THE
HOME
DEPOT
FOUNDATION

Our Impact

We help people experiencing or at risk of homelessness in the Atlanta area, including special populations like older adults, people with disabilities, families, and those living with mental health disorders. Our programs include Georgia's largest Veteran homelessness assistance program.



6,223
INDIVIDUALS SERVED



1,568
VETERANS ASSISTED



1,496
PERMANENTLY HOUSED



21,760
POUNDS OF FOOD DISTRIBUTED











Learn more about our work at: hopeatlanta.org

One small thing...

... 125 years of compassion has helped thousands find hope. Your small thing today can help us carry that legacy forward.

Sponsor Levels

Sponsors will receive admission to the 2025 Heroes for Hope event and exclusive exposure opportunities including...

	Presenting \$100,000	Pioneer \$75,000	Title \$50,000	Champion \$25,000	Guardian \$15,000	Advocate \$7,500
 Tickets & Seating	Premium Reserved Seating for 3 Tables (30 Guests)	Premium Reserved Seating for 3 Tables (30 Guests)	Priority Reserved Seating for 2 Tables (20 Guests)	Priority Reserved Seating for 1 Tables (10 Guests)	Priority Reserved Seating for 1 Table (10 Guests)	Open Cocktail Seating for 5 Guests
 Recognition in Event Program, Print Materials, and Digital Signage	Premier Logo Feature	Priority Logo Feature	Preferred Logo Feature	Preferred Logo Feature	Logo Feature	Listing
 Recognition on Hope Atlanta Website	Year-Round	Year-Round	Year-Round	Year-Round	Event Season	Event Season
 Recognition on Hope Atlanta Social Media Platforms	Sponsorship Announcement Post w/Opportunity to Provide Content	Sponsorship Announcement Post w/Opportunity to Provide Content	Dedicated Social Media Post	Sponsorship Level Spotlight	Sponsorship Level Spotlight	Sponsorship Level Spotlight
 Advertisement in Digital Program	Dedicated 2-Page Ad	Dedicated 2-Page Ad	Dedicated 1-Page Ad	Dedicated Half-Page Ad	Quarter-Page Ad	
 On-Stage Recognition at Event	Included	Included	Included	Included		
 Feature Signature Branded Item/Opportunity at Event	Included	Included	Included			
 Feature Article on Hope Atlanta's Blog Highlighting Partnership	Included	Included	Included			
 Exclusive Press Release Highlighting Partnership	Included					
 Dedicated Volunteer Day w/ Exclusive Engagement Opportunities	Included					

We are also happy to craft a bespoke set of deliverables for your organization. Contact Vivien Dumford, Director of Corporate Relations at vdumford@hopeatlanta.org.



One small thing...

...a donation I made gave someone a safe place to sleep when they had nowhere to go.

Founders Award

CELEBRATING 125 YEARS OF HOPE AND HEROES

This year, as part of our 125th Anniversary celebration, we are introducing a new and distinguished award at the Heroes for Hope Gala.



We are thrilled to honor **Crystal Hanlon, Senior Vice President and Culture Officer at The Home Depot**, for her leadership and commitment to supporting Veterans.

Since our founding, Hope Atlanta has been dedicated to helping Veterans reconnect with their families and reintegrate into society. Today, we proudly operate the largest Veterans support program in Georgia, serving thousands each year.

The Home Depot's unwavering commitment to Veterans and their generous support of Hope Atlanta have been instrumental in ensuring we can provide the resources and services our Veteran community needs to thrive.

We look forward to celebrating this milestone with you and honoring the remarkable contributions of **The Home Depot** and **Crystal Hanlon**.



As Hope Atlanta celebrates 125 years of service this year, we are reflecting on the incredible individuals, corporations, and organizations who have shaped our journey. We look forward to celebrating this milestone anniversary and recognizing our past honorees at this year's Heroes for Hope.

Our **Legacy Heroes** have played a special role in our journey and have helped make Hope Atlanta the organization it is today.

Past Individual Hero Honorees

Former Mayor & Ambassador Andrew Young	Former Councilman Kwanza Hall
Reverend Hosea Williams	Noel Khalil
Former Congressman John Lewis	Aaron Goldman
Former Mayor Shirley Franklin	Ken Baggett
Horace Sibley	Former Mayor Kasim Reed
Mark O'Connell	Egbert Perry
Jack Hardin	Robert LaChapelle
Former Councilwoman Debi Starnes	Ann Cone
Tad Hutcheson	Althea Broughton
Milton Little	Bentina Terry
	Shan Cooper
	Mayor Andre Dickens

Past Corporate and Nonprofit Honorees

Cobb Family Resources	Atlanta Union Mission
The Coca-Cola Company	Initiative for Affordable Housing in Dekalb
PwC	Crossroads Community Ministries
The Atlanta Spirit/The Hawks	Atlanta Community Food Bank
Atlanta Real Estate Collaborative	The Gateway Center
Northside Hospital	Cobb County Family and Children Services
The Home Depot	Mercy Care
Chick-fil-A	
Atlanta Gas Light	
QuikTrip	

H 125^{Years}

125 YEARS OF HOPE IN ACTION

We look forward to celebrating with you!



 Hope
Atlanta

Hope Atlanta seeks to prevent and end homelessness by
empowering clients to achieve stability and self-sufficiency.