

· H O P E R I S I N G .

A stylized white line-art skyline of Atlanta, featuring prominent skyscrapers like the Empire State Building and the Sun Life Building, set against a dark blue background.

Heroes
for Hope

OCTOBER 8, 2026 • FLOURISH ATLANTA

SPONSORSHIP OPPORTUNITIES

HEROES FOR HOPE 2026

A Night of Action and Hope

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

As the spotlight shines on Atlanta in 2026, Heroes for Hope will highlight the leadership and partnerships ensuring our city is strong from the inside out.



PARTNERSHIPS 2026 SPONSORS



**NORTHSIDE
HOSPITAL**

Edward Jones® TRUIST 



HEROES FOR HOPE 2026

Our Honorees & Co-Chairs

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On October 8th, civic, corporate, and nonprofit leaders will gather for a very special Heroes for Hope gala — a cornerstone of Hope Atlanta's mission to prevent and end homelessness. This is more than a celebration. It is a powerful reflection of how Atlanta Rising is translating vision into measurable community impact.

We will honor visionary leaders whose extraordinary generosity, leadership, and partnership are creating pathways to stability, opportunity, and hope for our neighbors across Atlanta.

This year, we celebrate four remarkable honorees whose leadership, generosity, and commitment to our community are helping hope rise across Atlanta.

OUR 2026 HONOREES

We are honored to recognize **Chris Womack**, Chairman, President, and CEO of Southern Company, as our **Individual Hero**; **Rocky Atkins**, former Chair of the Hope Atlanta Board of Directors, as our **Volunteer Hero**; and **Truist**, accepted by Regional President **Katie Saez**, along with **The Coca-Cola Foundation**, accepted by President **Carlos Pagoaga**, as our **Corporate Heroes**.



CORPORATE

HERO FOR HOPE THE COCA-COLA FOUNDATION

Accepted by President
Carlos Pagoaga



CORPORATE

HERO FOR HOPE TRUIST

Accepted by Regional President
Katie Saez



INDIVIDUAL

HERO FOR HOPE CHRIS WOMACK

Chairman, President, CEO
Southern Company



VOLUNTEER

HERO FOR HOPE ROCKY ATKINS

Hope Atlanta's Board Chair
July 2020 - July 2026

OUR 2026 CO-CHAIRS

Guiding the evening as Co-Chairs are **Rose J. Hunter Jones** of Hilgers PLLC and **Dr. Kofi Smith** of Keystone Management — leaders whose cross-sector collaboration reflects the very model Atlanta Rising champions.



ROSE J. HUNTER JONES
Partner
Hilgers PLLC



DR. KOFI SMITH
CEO
Keystone Management

HEROES FOR HOPE 2026

Sponsorship Levels

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Sponsors will receive admission to the 2026 Heroes for Hope event and exclusive exposure opportunities including...

	PRESENTING \$100,000	TITLE \$50,000	CHAMPION \$25,000	GUARDIAN \$15,000	ADVOCATE \$7,500
Tickets & Seating	Premium Reserved Seating for 3 Tables (30 Guests)	Priority Reserved Seating for 2 Tables (20 Guests)	Reserved Seating for 1 Table (10 Guests)	Reserved Seating for 1 Table (10 Guests)	Reserved Seating for 5 Guests
Recognition on Hope Atlanta Website	Year-Round	Year-Round	Year-Round	Event Season	Event Season
Recognition in Event Program	Premier Logo Feature	Priority Logo Feature	Preferred Logo Feature	Logo	Listing
Recognition on Print and Digital Signage	Premier Logo Feature	Priority Logo Feature	Preferred Logo Feature	Logo	Listing
Advertisement in Digital Program	2 Dedicated Full Page Ads	1 Dedicated Full Page Ad	Half-Page Ad	Quarter-Page Ad	—
Social Media Recognition	Dedicated Posts with Opportunity to Provide Content	Dedicated Posts	Sponsorship Level Spotlight	Sponsorship Level Spotlight	—
On-Stage Recognition at Event	Included	Included	Included	—	—
Opportunity for Custom Employee Engagement Event	Included	Included	—	—	—
Opportunity to Name Signature Cocktail with Logo Feature on All Bar Signage	Included	—	—	—	—
Opportunity to Collaborate on Joint Press Release Highlighting Partnership	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.

Individual tickets will be available leading up to the event for \$375

HOPE RISING.

Heroes for Hope

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For over 125 years, Hope Atlanta has been committed to preventing and ending homelessness. We walk alongside our neighbors on the path from survival to stability and help build bridges to self-sufficiency. But we cannot do it alone.

Last year, we experienced a dramatic surge in demand for services with monthly calls increasing from 3,000 to 15,000 in just one year. As an event sponsor, you will play a vital role in addressing this growing need for support within our community. Together, we can continue delivering *hope* to our neighbors in need.

Let's Celebrate Our Impact Together!



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WE ARE PROUD OF OUR IMPACT



6,546

clients served in FY25



1,263

individuals
permanently housed



17,576

meals served through our
Outreach Center



8,505

engagements by our
outreach team



2,352

veterans received housing
or employment assistance

 Hope
Atlanta

hopeatlanta.org/heroes-for-hope



OCTOBER 8, 2026 • FLOURISH ATLANTA

THANK YOU!