

 HANDS ON ATL

# 2024 MLK DAYS OF SERVICE

SPONSORSHIP OPPORTUNITIES



HANDS ON ATL

DO

SOME

THING

# WHAT WE DO

With a mission to mobilize the Atlanta community to tackle our city's most pressing needs, Hands On Atlanta has a vision to make Atlanta the most engaged and equitable community in the world.

FY24 IMPACT DATA

**42,000**  
**PEOPLE ENGAGED**

Partnered with 175 nonprofits, averaging 88 Net Promoter Score

Graduated 18 Civic Leaders who engaged 2,000+ people at 150 projects and raised \$18,000+

**200,000**  
**HOURS SERVED**

Engaged 5,400 corporate volunteers at sponsored group placements and/or custom projects

Graduated 14 pantries through Hands On Hunger, distributing 8 million meals

**10,800**  
**PROJECTS**

50 AmeriCorps members supported 462 students with 80% of them improving in math and ELA

700+ Discovery volunteers engaged 532 students with 94% achieving lesson learning objectives

# THIS IS HOW WE DO IT

## OUR PROGRAMS



# OUR PARTNERS

We work alongside close to 200 of the best and most respected nonprofits and school districts in metro Atlanta! Here are just a few of our favorites.



## NONPROFIT + SCHOOL PARTNERS



+ 150 more!

# MORE PARTNERS

We work alongside 100+ civically engaged companies who care about the community and engaging their employees in service and solving problems.

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## CORPORATE PARTNERS



+ 100 more!



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# MLK DAYS OF SERVICE

JANUARY 11 - 15, 2024

For more than 30 years, Hands On Atlanta has mobilized the community to take MLK Day on, honoring the life and legacy of Rev. Dr. Martin Luther King Jr. We will feature 100+ meaningful volunteer opportunities to help make the dream of the “beloved community” a reality.



# MLK SUNDAY SUPPER

JANUARY 14, 2024

Celebrating our 10th Annual MLK Sunday Supper, we’ll convene at the Atlanta History Center to “Challenge the Status Quo.” An impactful program will be followed by intimate and vulnerable table conversation facilitated by an Atlanta change maker.

# IN GOOD COMPANY

Join the MLK Sunday Supper presenting sponsor, Coca-Cola and the MLK Days of Service title sponsor Delta Air Lines, and our strategic community partners at The King Center, National Center for Civil and Human Rights, Morehouse College, and The Carter Center.

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IN PARTNERSHIP

## PRESENTING SPONSORS



## PROGRAMMATIC PARTNERS





# WHAT THEY'RE SAYING

Volunteering for the Hands On Atlanta MLK Days of Service gives your team the opportunity to learn, share and create lasting impact across metro Atlanta. Here's a few testimonials from 2023's MLK Days of Service.



## TESTIMONIALS

### EDUCATE YOUR EMPLOYEES ON ISSUES IN OUR COMMUNITY

“I learned about a new public space in Atlanta (in my neighborhood!) that I want to support!”  
- WAWA Volunteer

“Not only did I help clean a needed area, I was able to learn about the nature and it's importance to the environment and the community it serves.”  
-Volunteer with EcoAddendum

### PROVIDE A SEAMLESS, MEANINGFUL EXPERIENCE

“I was impressed with the level of organization and preparation.”  
- Volunteer at 970 Jefferson Meal Pack

“I love this staff and the environment was phenomenal. The energy and to see the smile on those kids faces made my day!”  
- Volunteer at Discovery

### CREATE LASTING IMPACT BEYOND A SINGLE PROJECT

“So, all together a great experience and I will volunteer there in the future.”  
-Volunteer at WAWA

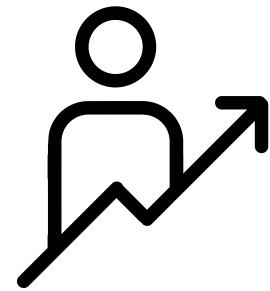
“First time volunteering but absolutely not the last. Great work in community.”  
-Volunteer at Meal Distribution

# PACKAGES INCLUDE

Sponsorship levels for the MLK Days of Service vary, but every sponsor will have the opportunity to create meaningful impact, engage employees in support of a trusted nonprofit, and raise awareness of your company's commitment to the community.

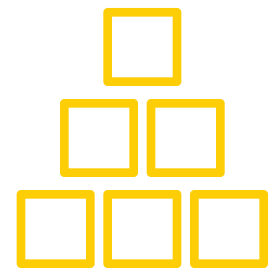


## WHAT YOU'LL GET



### HAPPY, ENGAGED EMPLOYEES

- Reinforce your company's commitment to a more engaged and equitable Atlanta
- Reward your team with a fun, high impact experience
- Attract top talent



### PROFESSIONAL, ORGANIZED PROJECTS

- Volunteer at a trusted and vetted nonprofit organization
- Access to trained and professional task and project leaders
- Access to volunteer recruiting tools and resources



### RAISED AWARENESS FOR YOUR COMPANY

- Logo placement on marketing materials
- Mentions across our digital community of 100,000 local subscribers
- Event marketing/media exposure

\*Diamond level to receive mention with quote in press release, on-site recognition, and premier logo placement across marketing materials.



### MEANINGFUL, LASTING IMPACT

- Custom volunteer report highlighting service hours and community impact

<b>Sponsor Levels</b>	<b>Diamond</b> \$50,000	<b>Platinum</b> \$25,000	<b>Gold</b> \$15,000	<b>Silver</b> \$10,000	<b>Bronze</b> \$5,000
Employees Engaged	100	75	50	50	25
Tickets to MLK Sunday Supper	8	8	4	2	✘
Ad in Sunday Supper Program	Back Cover	Full Page	1/2 Page	✘	✘
Custom Landing Page	✓	✓	✘	✘	✘
Marketing Toolkit	✓	✓	✓	✓	✘
Social Media Mentions	Press Release	4	3	2	1
Logo on all marketing materials	✓	✓	✓	✓	✓

# BUT WAIT, THERE'S MORE

Are you looking for something a little different for your company? Host a small volunteer project or grab some tickets to the MLK Sunday Supper.

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## ALA CARTE OPTIONS



### PROJECT FOR UP TO 15 EMPLOYEES - \$2,500

- Engage up to 15 volunteers/employees at (1) in-person opportunity
- Volunteer report highlighting service hours and community impact
- Logo placement on MLK Day marketing materials
- Swag for up to 15 volunteers/employees



### TICKETS TO MLK SUNDAY SUPPER

- Attend Hands On Atlanta's signature event, on January 14:
  - Up to 8 guests and 1/2 page ad in Sunday Supper program - **\$10,000**
  - Up to 4 guests - **\$5,000**
- Logo visibility in Sunday Supper event page & program

# READY TO GET STARTED?

Do you have questions or are you ready to get started? Our team is ready to activate your sponsorship, create a custom option for you and more to get your team engaged for the Hands On Atlanta MLK Days of Service!

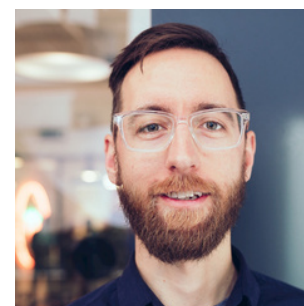


SIGN UP TODAY!



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