



2024 Sponsorship Package

# MIDTOWN RACE FOR MAC

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The [Midtown Assistance Center \(MAC\)](#) is once again preparing for its [10th Annual Midtown Race for MAC](#) at Piedmont Park on May 11, 2024. We expect our annual 5k race will again draw hundreds of runners from around Atlanta to raise awareness about the prevention of homelessness and hunger for working families.

Since its inaugural race in 2014, the Midtown Race for MAC has consistently drawn hundreds of runners/walkers, collectively raising over \$212,000 to provide essential emergency assistance to low-income working Atlantans. The 2023 race received generous sponsorship from a diverse array of Atlanta businesses, including Gold Sponsors: Alston & Bird, CPC, Georgia Power, Invesco, Mac's Beer and Wine, Martenson, Hasbrouck & Simon LLP, and Troutman Sanders. Notably, the 2023 event witnessed the largest participation in its history, with a record-breaking 500 runners lacing up their shoes to show their support for MAC. We look forward to another increase in the number of runners and walkers this year.

A variety of sponsorship levels are available for the 2024 Midtown Race for MAC. As a race sponsor, your business will receive increased brand recognition and visibility with hundreds of runners (both serious and causal) and business professionals from around the metro Atlanta area. Sponsors will be featured in promotional materials distributed across Atlanta, pre-event online and direct marketing campaigns, and social media.

## ABOUT MIDTOWN ASSISTANCE CENTER

MAC is a non-profit, interfaith organization whose mission is to provide emergency assistance to low income working Atlantans. MAC's aim is to help prevent homelessness and hunger during periods of crisis. MAC has the support of eleven congregations as well as the Midtown Alliance, many businesses, foundations, individuals, government entities, and volunteers. The members of MAC's Board and its 250 volunteers represent a cross section of the Atlanta community.



# MAKING AN IMPACT ON FAMILIES

Midtown congregations provide MAC's office space, utilities, and meet much of MAC's operating budget, so 100% of race proceeds will go to direct client assistance. Since 1986, MAC has helped in **over 177,000** emergency situations and provided **more than \$12,780,000** of assistance to low-income families.



## RENT ASSISTANCE

MAC pays past due rent to prevent evictions. MAC has disbursed over **\$7.76 million** to over **16,060 families**. **90%** are still housed 6 months after receiving assistance.



## UTILITY ASSISTANCE

MAC pays utility bills to prevent the disconnection of basic utility service. MAC has paid nearly **\$1.75 million** for over **11,179 families**.



## CLOTHING AND WORK SHOES

MAC has provided interview and work clothing and shoes to over **22,210 clients**.



## GROCERIES

MAC provides food staples for clients experiencing temporary shortages. MAC has distributed over **\$2.13 million** to over **52,000 families**.



## TRANSPORTATION

MAC pays for public transportation to connect clients to job interviews and new employment. MAC has paid over **\$608,000** to provide transportation more than **54,900 clients**.

# MAKING AN IMPACT ON FAMILIES

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Many of the people MAC helps are those upon whom we depend to provide services to us in the retail, hospitality, security and construction industries. Often, this population lives at the edge of poverty. MAC is often the only safety net that stands between these hard-working men and women and homelessness.



Transportation  
to Work



Food for  
Someone in Need



A Pair of  
Work Boots



Keep the Lights  
& Gas On



Preventing  
an Eviction

**Our vision is for a connected and prosperous Atlanta where all neighbors have the resources they need to thrive.**

# MIDTOWN RACE FOR MAC

## 2024 Sponsorship Levels

	<b>PLATNIUM \$5,000</b>	<b>GOLD \$2,500</b>	<b>SILVER \$1,000</b>
Logo on Race T-Shirt and Promotional Materials	EXTRA LARGE	LARGE	MEDIUM
Listed as a Partner on MAC Website for 12 Months	✓	✓	
Company Name and Logo on Race Registration Form	✓		
Special Print Media	UPON REQUEST		
Table for Promotional Material	✓	UPON REQUEST	UPON REQUEST
Complimentary Race Entries (including T-Shirts)	12	8	4

# THANKS TO OUR 2023 SPONSORS

## GOLD SPONSORS

ALSTON  
& BIRD

troutman  
pepper

FHLBank<sup>®</sup>  
ATLANTA  
A FEDERAL HOME LOAN BANK

 Invesco

 Georgia Power

CPC 

MAC'S  
Beer and Wine  
Midtown Liquor

MHS | MARTENSON  
HASBROUCK  
& SIMON LLP  
Labor & Employment Attorneys

## SILVER SPONSORS

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NORTHSIDE  
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 Dunphy Properties Inc.

EVERSHEDS  
SUTHERLAND

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TRUIST 

esda

Colliers

 Ebenezer  
BAPTIST CHURCH

# THANKS FOR YOUR CONSIDERATION!



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