



2025 Sponsorship Package

MIDTOWN RACE FOR MAC

The [Midtown Assistance Center \(MAC\)](#) is once again preparing for its [11th Annual Midtown Race for MAC](#) at Piedmont Park on May 10, 2025. 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 \$255,000 to provide essential emergency assistance to low-income working Atlantans. The 2024 race received generous sponsorship from a diverse array of Atlanta businesses. Notably, the 2024 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 2025 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 181,749** emergency situations and provided **more than \$13,630,000** of assistance to low-income families.



RENT ASSISTANCE

MAC pays past due rent to prevent evictions. MAC has disbursed over **\$8.14 million** to over **16,284 families**. **90%** are still housed 6 months after receiving assistance.



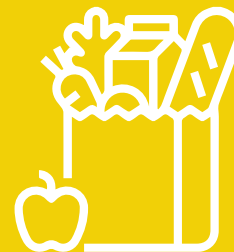
UTILITY ASSISTANCE

MAC pays utility bills to prevent the disconnection of basic utility service. MAC has paid nearly **\$1.816 million** for over **11,375 families**.



CLOTHING AND WORK SHOES

MAC has provided interview and work clothing and shoes to over **22,719 clients**.



GROCERIES

MAC provides food staples for clients experiencing temporary shortages. MAC has distributed over **\$2.5 million** to over **53,124 families**.



TRANSPORTATION

MAC pays for public transportation to connect clients to job interviews and new employment. MAC has paid over **\$623,654** to provide transportation more than **55,300 clients**.

MAKING AN IMPACT ON FAMILIES

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

2025 Sponsorship Levels

	DIAMOND \$10,000	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000
Logo on Race T-Shirt and Promotional Materials	EXTRA LARGE & PROMINENT	EXTRA LARGE	LARGE	MEDIUM
Listed as a Partner on MAC Website for 12 Months	✓	✓	✓	
Table for Promotional Material	✓	✓	UPON REQUEST	UPON REQUEST
Complimentary Race Entries (including T-Shirts)	24	12	8	4

THANKS TO OUR 2024 SPONSORS

PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



THANKS FOR YOUR CONSIDERATION!



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