



ATLANTA HBCU

ALUMNI ALLIANCE

5K RUN WALK

SPONSORSHIP DECK

**JUNE 27 2026
PIEDMONT PARK**



OUR MISSION IS TO SERVE

The mission of the Atlanta HBCU Alumni Alliance is to serve as an advocate for HBCU Alumni Associations by supporting the mission of HBCUs through scholarship fundraising, alumni reclamation and student recruitment in addition to aligning with the National HBCU Alumni Alliances by supporting and participating in programs that promote higher education, encourage healthy living, and fighting hunger.





**WATCH FOR A
PEEK AT LAST
YEAR'S RACE**

**CLICK BELOW
TO WATCH ON
VIMEO**

WATCH VIDEO





EVENT OVERVIEW



EVENT OVERVIEW



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The 2026 HBCU Alumni Alliance 5K Run/Walk is more than a race. It's a legacy in motion. Each stride supports scholarships for HBCU students, deepens alumni engagement, and honors the vibrant history of Historically Black Colleges and Universities.

This annual celebration brings together alumni, students, supporters, and the community for a powerful day of fitness, health awareness, education, and impact, right in the heart of Atlanta.





EVENT OVERVIEW



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EVENT INCLUDES

- In-Person & Virtual Participation
- Scholarship & Book Grant Opportunities
- Alumni & Divine Nine (D9) Row
- Live Entertainment & Activations
- Health & Wellness Pavilion
- Vendor Marketplace

OUR 2025 IMPACT

Each year, the HBCU Alumni Alliance 5K Run/Walk raises critical funds to provide scholarships and financial support for students attending Historically Black Colleges and Universities. By easing the burden of tuition and academic expenses, we help students stay on track to graduate, pursue their dreams, and become the next generation of leaders. It's not just about crossing the finish line—it's about creating a pathway to success for HBCU students nationwide.



Scholarship Funds Raised:
\$103,645.06

Book Grants Distributed:
\$7,500
(15 recipients of \$500 each)

Scholars Impacted: **150**



OUR IMPACT TO DATE

\$1,193,645

TOTAL SCHOLARSHIP FUNDS RAISED

\$23,000

TOTAL BOOK GRANT FUNDS RAISED

810

TOTAL STUDENT RECIPIENTS





LARGEST

OF ITS KIND

RACE

IN AMERICA





JOIN THE MISSION



Saturday, June 27, 2026



Piedmont Park, Atlanta, GA

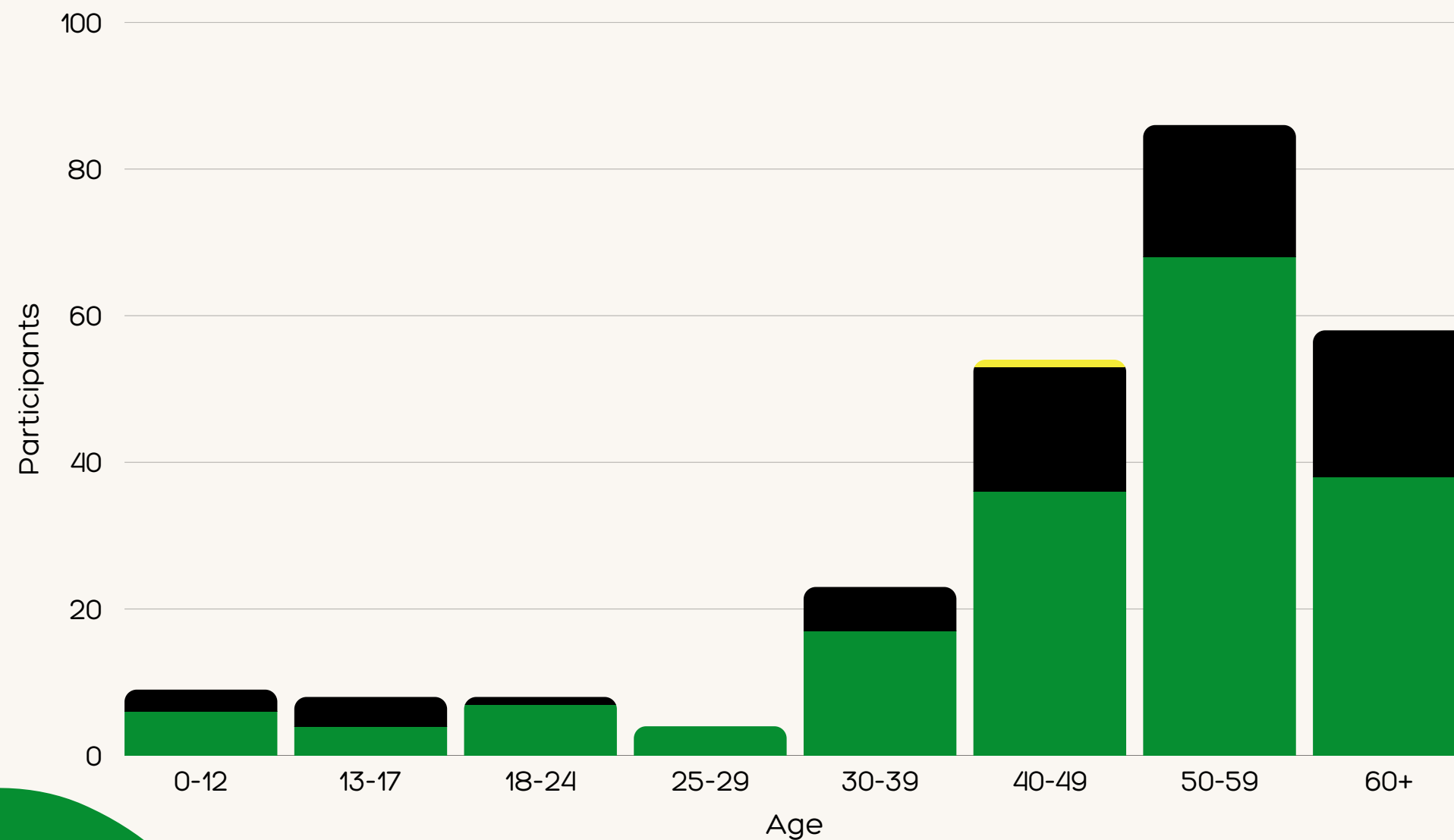


OUR AUDIENCE

The event is open to all to participate. Our audience is diverse and continues to expand each year. Last year, our supporters were 71.6% women and 28% men participating.

2025 Demographics

● Female ● Male ● Non-binary



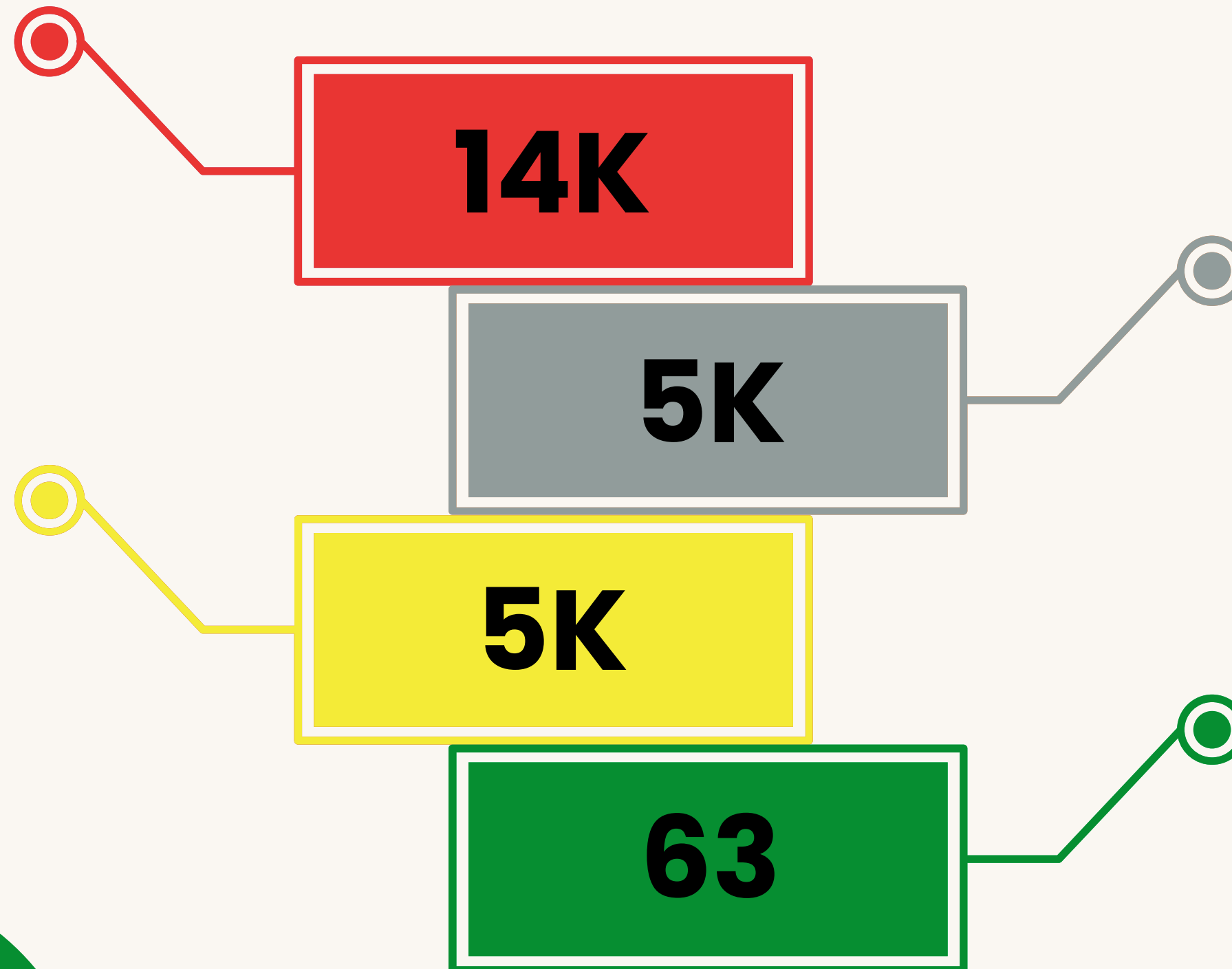
MARKETING METRICS

SUBSCRIBERS

Our email campaigns consistently outperform industry standards, with 14,000+ subscribers and an impressive 40% open rate. Sponsors can be sure their message is seen, engaged with, and acted on by a loyal audience.

FACEBOOK FOLLOWERS

Our Facebook community is a trusted hub where alumni, families, and students connect, share, and celebrate HBCU pride. Sponsorship visibility here ensures your brand is part of meaningful conversations and community-driven engagement.



INSTAGRAM FOLLOWERS

With thousands of active followers, our Instagram presence creates daily opportunities for your brand to shine. From stories to reels, sponsors are featured in authentic, eye-catching content that drives awareness and engagement.

CHAPTERS

The Atlanta Alliance's 63 active chapters nationwide serve as powerful amplifiers for sponsor messages. Partnering with us connects your brand to alumni networks across the country, expanding reach far beyond Atlanta.



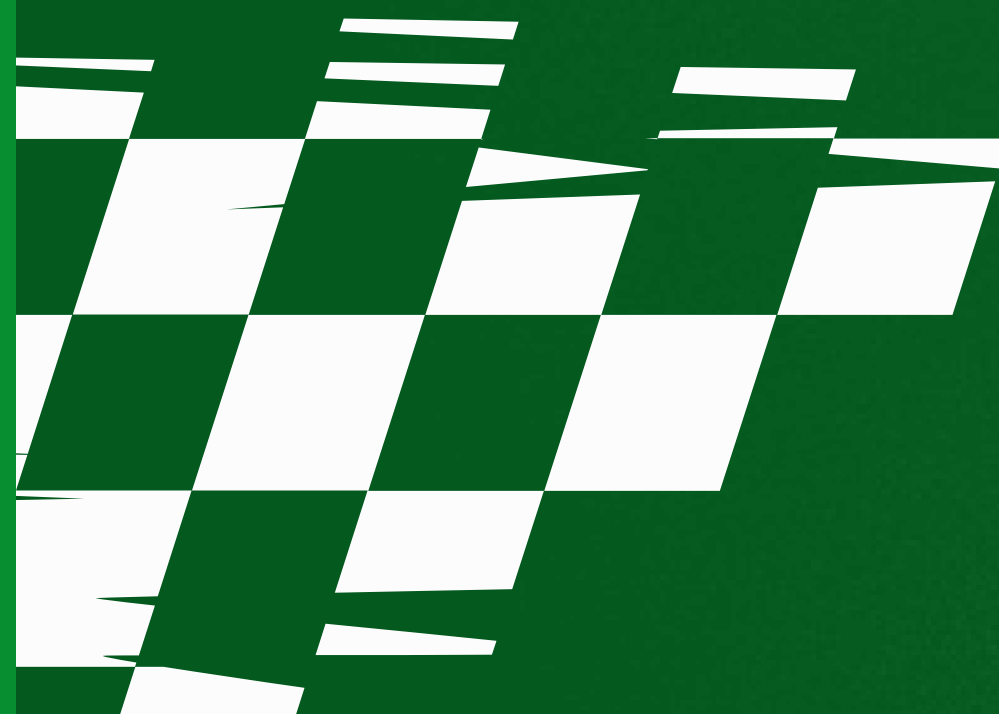
CASE STUDY

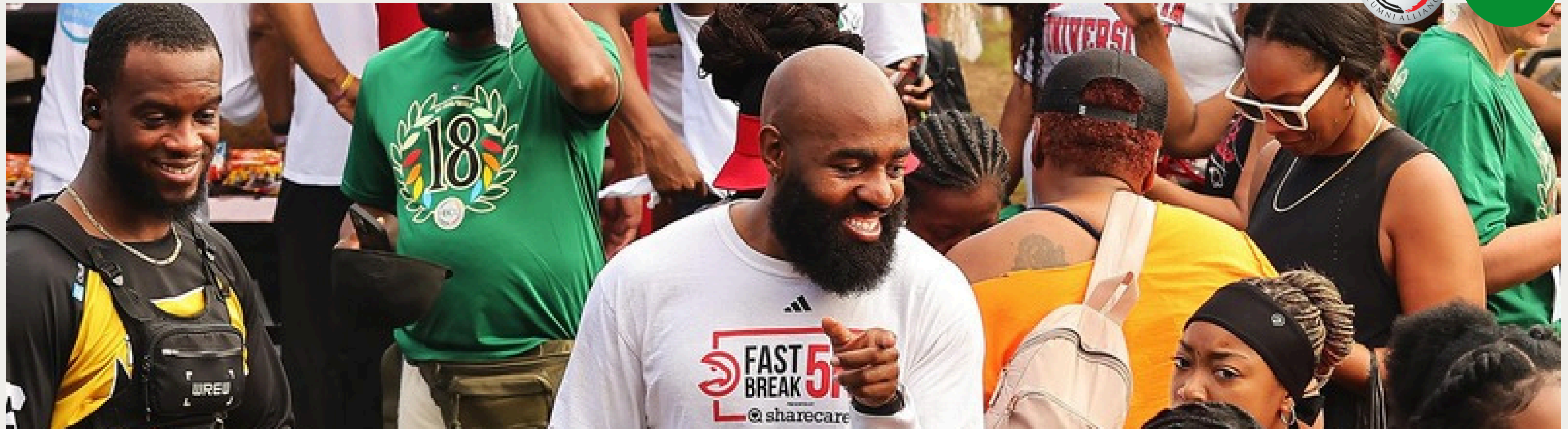
CareSource partnered with the Atlanta HBCU Alumni Alliance 5K Run/Walk as the Title Sponsor, creating a highly visible and impactful brand presence. As the lead supporter, CareSource's logo was prominently featured across all race branding, ensuring continuous recognition before, during, and after the event. Their onsite activation placed them front and center at the main stage, where they engaged directly with participants by distributing resources, hosting giveaways, and offering post-race massages that left a lasting impression. This hands-on involvement not only showcased CareSource's commitment to community wellness but also aligned the brand with a celebrated cultural and educational event, strengthening its connection with thousands of HBCU alumni, students, and supporters.



SPONSOR OPPORTUNITIES

Sponsoring the HBCU Alumni Alliance 5K offers premier visibility and lasting impact. With Title, Gold, Silver, and Bronze partnership levels, we provide opportunities tailored to your brand's goals while advancing scholarships for HBCU students. Our team works hand-in-hand with sponsors to create standout activations that showcase your commitment to education, wellness, and community—before, during, and after the event.





DIAMOND SPONSOR

\$50,000

As Diamond Sponsor of the Atlanta HBCU Alumni Alliance 5K Run/Walk, your brand will lead the event with top visibility and year-round promotion. Enjoy featured logo placement, ongoing social media recognition, press mentions, and premium ad opportunities. With 25 complimentary registrations, your company will be front and center in supporting scholarships and celebrating HBCU excellence.



PLATINUM SPONSOR

\$35,000

As a Platinum Sponsor of the Atlanta HBCU Alumni Alliance 5K Run/Walk, your brand will receive prominent visibility and exclusive event-day engagement. Benefits include featured logo placement on marketing materials, the website, event apparel, and signage, along with premium ad opportunities and a live-streamed interview. Includes 20 complimentary registrations to showcase your support for HBCU scholarships and community impact.



GOLD SPONSOR

\$25,000

As a Gold Sponsor of the Atlanta HBCU Alumni Alliance 5K Run/Walk, your brand will enjoy strong visibility and community engagement. Benefits include logo placement on select marketing materials, social media posts, event apparel, and digital platforms—plus features in our newsletter and Facebook promotions. Includes 15 complimentary registrations to show your support for HBCU students and the power of education.



SILVER SPONSOR

\$15,000

As a Silver Sponsor, your company will receive valuable brand exposure while supporting a mission-driven event. This level includes logo placement on key event platforms, select social media mentions, and a presence on our website. Includes 10 complimentary registrations to highlight your commitment to health, education, and HBCU pride.



BRONZE SPONSOR

\$10,000

As a Bronze Sponsor, your company will get visibility and recognition while establishing a positive association with the event. This level provides a great opportunity to show your support for the community and the event. This level includes logo placement on key event platforms, Logo on the alliance event page and alliance website, Access to VIP Race Marshall Designation, 5 complementary registrations and 2 President's VIP Hospitality Lounge Passes.



COMMUNITY CHAMPION

\$5,000

As a Community Champion, your brand will be recognized for its dedication to education, wellness, and community impact. This level includes logo placement on the event website, social media recognition, and one complimentary VIP Hospitality Lounge pass for exclusive networking. It's a meaningful way to connect with our audience and uplift the HBCU community.

SPONSORSHIP LEVELS

DIAMOND SPONSOR \$50K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- Access to VIP Race Marshall Designation
- Logo inclusion on the Run/Walk shirt
- Year-round newsletter ads
- Year-round social media ads
- On-site brand activation
- Exclusive partnership email post
- Program recognition and check presentation
- 25 complimentary registrations
- 10 President's VIP Hospitality Lounge Passes

PLATINUM SPONSOR \$35K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- Access to VIP Race Marshall Designation
- Logo inclusion on the Run/Walk shirt
- Weekly newsletter ads
- Social media ads
- On-site brand activation
- Exclusive partnership email post
- Program recognition and check presentation
- 20 complimentary registrations
- 6 President's VIP Hospitality Lounge Passes

GOLD SPONSOR \$25K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- Access to VIP Race Marshall Designation
- Logo inclusion on the Run/Walk shirt
- Weekly newsletter ads
- Social media ads
- On-site brand activation
- 15 complimentary registrations
- 4 President's VIP Hospitality Lounge Passes

SILVER SPONSOR \$15K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- Access to VIP Race Marshall Designation
- Social Media ads
- On-site brand activation
- 10 complimentary registrations
- 2 President's VIP Hospitality Lounge Passes

BRONZE SPONSOR \$10K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- Access to VIP Race Marshall Designation
- On-site brand activation
- 5 complimentary registrations
- 2 President's VIP Hospitality Lounge Passes

COMMUNITY CHAMPION \$5K

- Logo inclusion on Run/Walk marketing assets
- Logo inclusion on the alliance event page and Facebook
- 1 President's VIP Hospitality Lounge Pass



THANK YOU

BECOME A SPONSOR

Support HBCU students, connect with a passionate community, and elevate your brand. Join us in making a lasting impact — let's build together.



GET IN TOUCH WITH US

CONTACT THE ATLANTA HBCU ALUMNI ALLIANCE



DAN FORD, CEO



INFO@HBCUALUMNIATLANTA.ORG



(404) 260-7404

