



30TH
ANNIVERSARY

House
PARTY

**SPONSORSHIP
PACKET**

SEPT 30, 2026 @
THE SUPERMARKET

On September 30, 2026, Raising Expectations will celebrate three decades of impact with the Road to 30 House Party, a one-night-only experience inspired by the unforgettable energy, culture, music, and connection of a true 90s house party.



HONORING

RAISING EXPECTATIONS AWARD



MAYOR ANDRE DICKENS
Mayor, City of Atlanta

RISE AWARD



SYLVIA RUSSELL
Former President, AT&T Georgia

PATHWAYS TO OPPORTUNITY AWARD



DR. BEVERLY TATUM
Former President, Spelman College

PATHWAYS TO OPPORTUNITY AWARD



MAYOR SHIRLEY FRANKLIN
Former Mayor, City of Atlanta

CO-CHAIRS



DAVID JERNIGAN
EDUCATION AND NON-PROFIT LEADER



CAROL WADDY
DIRECTOR, CHICK-FIL-A



About Raising Expectations

For 30 years, Raising Expectations has walked alongside Atlanta students facing significant systemic and economic barriers, ensuring that where a student starts does not determine where they can go.

Our students show extraordinary determination. And with the right support, they achieve remarkable outcomes.

Our House Party is more than a milestone celebration, it's a fundraiser with purpose, fueling Raising Expectations' mission for the next 30 years.



The Students We Serve

Raising Expectations primarily supports youth facing significant economic and systemic challenges:

- **100%** qualify for free or reduced-price school meals
- **98%** live in households earning under \$30,000 annually
- **27%** have identified special education needs
- **17%** have experienced parental incarceration
- **100%** are first-generation college students

MORE THAN
3,500
YOUTH SERVED



Our Impact



96% graduated from high school on time

65% complete post-secondary pathways

**BECOME A
SPONSOR**

RE30@raisingexpectations.org

The Road to 30 House Party

Bringing together corporate leaders, philanthropists, alumni, students, advocates, and changemakers from across the city, the House Party will transform into an immersive experience filled with nostalgia, storytelling, music, art, and moments that honor both the journey and the future ahead.

Become part of a 30-year legacy of award-winning impact. By sponsoring the House Party, your organization will stand alongside Atlanta's leading companies and community leaders, demonstrating that building brighter futures for our youth is truly what Mayor Andre Dickens calls Atlanta's "Group Project." Together, we celebrate three decades of transformation while investing in the next generation.

What to Expect

Powerful Stories of Mentorship,
Opportunity & Transformation



Interactive Rooms Inspired by
RE's Past, Present & Future

A Look at the Future
Vision for 25 Newcastle

Poetry & Storytelling



Live Entertainment
with a 90's soundtrack

Good Food & Spirited Drinks



Why Sponsor?

A House Party sponsorship connects your brand to a respected youth-serving organization with deep Atlanta roots and a powerful 30-year legacy.

Sponsors will gain visibility with a mission-aligned audience while showing tangible support for local youth and families. This event offers a meaningful way to celebrate and sustain Raising Expectations' programs while positioning your company as a community-minded partner.

BECOME A SPONSOR

RE30@raisingexpectations.org

SOUL FOOD SPONSOR \$30,000

The ultimate headliner. High visibility, maximum impact, and totally da bomb.

- Premier recognition as a leading supporter of the House Party
- Prominent logo placement across all event branding and digital promotions
- Opportunity for remarks during the program; featured recognition within the "30 Years of Impact" storytelling moments
- Dedicated social media spotlight
- Everything included in Waterfalls sponsorship
- 16 Event tickets included

WATERFALLS SPONSOR \$25,000

All eyes are on you as you lead the throwback vibe and keep it 100% real.

- Name included with House Party title
- Logo on invitation
- Verbal recognition during stage program
- Premium logo placement on event screens and sponsor signage
- Dedicated social media feature
- Recognition in event recap communications
- Everything included in Give It Away sponsorship
- 14 Event tickets included

ATLIENS SPONSOR \$20,000

Help everyone capture their flyest looks and freeze-frame the memories.

- Exclusive logo recognition as sponsor of the Photo Experience
- Logo included in take-home prints and digital album
- Verbal recognition during the evening
- Logo on event screens
- Everything included in Give It Away sponsorship
- 12 Event tickets included

SAY MY NAME SPONSOR \$15,000

Keep the party lookin' clean and lookin' fly as the exclusive host of our interactive Graffiti Wall.

- Exclusive logo recognition as sponsor of the interactive Graffiti Wall
- Verbal recognition during the evening
- Logo on event screens
- Everything included in Give It Away sponsorship
- 10 Event tickets included

PEOPLE EVERYDAY SPONSOR \$10,000

Put your brand right in the center of the action where the real magic happens, the dance floor.

- Logo placement near entertainment and dance room
- Verbal recognition during the evening
- Logo on event screens and sponsor signage
- Logo on the event website
- Logo in email promotions
- Social media acknowledgment
- Inclusion in collective sponsor thank-you messaging
- 8 Event tickets included

GIVE IT AWAY SPONSOR \$5,000

The perfect way for local friends and businesses to show some love and support the RE crew.

- Logo included on sponsor signage
- Logo on the event website
- Logo in email promotions
- Social media acknowledgment
- Inclusion in collective sponsor thank-you messaging
- 6 Event tickets included

WHOMP THERE IT IS SPONSOR \$2,500

Small tier, massive heart. Show your community some love with your generosity.

- Name included on sponsor signage
- Name recognition on the event website
- Social media acknowledgment
- Inclusion in collective sponsor thank-you messaging
- 4 Event tickets included

YOUR SPONSORSHIP, THEIR SUCCESS STORY.



Contact

RE30@raisingexpectations.org

Experience Options

CHAMPAGNE TOAST EXPERIENCE SPONSOR

\$15,000

Kick off the celebration as the exclusive sponsor of the evening's Champagne Reception and Toast to 30 Years.

- Exclusive recognition as Champagne Reception Sponsor
- Verbal recognition during the official toast
- Logo on event screens throughout the reception
- Recognition on event website and event signage
- Dedicated social media acknowledgment
- Everything included in Give It Away Sponsorship
- 10 event tickets included

FOOD EXPERIENCE SPONSOR

\$15,000

Become the exclusive sponsor of the House Party food experience featuring Atlanta favorites and nostalgic 90s-inspired bites.

- Logo displayed at all food stations
- Opportunity to name a signature food station
- Logo on event website and sponsor signage
- Dedicated social media feature
- Everything included in Give It Away Sponsorship
- 10 event tickets included

HAVE AN IDEA?

We love getting creative. If your brand has a unique experiential concept, an interactive installation, or a different in-kind offering that you'd love to bring to life, let's talk! We're entirely open to custom-tailoring a sponsorship package that perfectly fits your brand's goals.

COCKTAIL EXPERIENCE SPONSOR

\$15,000

Serve as the exclusive sponsor of the bars and signature cocktails inspired by the 90s.

- Logo placement at all bars
- Logo on event website and sponsor signage
- Naming rights to signature cocktail menu
- Dedicated social media feature
- Everything included in Give It Away Sponsorship
- 10 event tickets included

SPONSOR TODAY. IMPACT TOMORROW.



Contact

RE30@raisingexpectations.org