

2025



EMPOERMENT
Gala
EAST POINT, GA

SPONSORSHIP OPPORTUNITIES



Our Vision

The **Office of Equity, Inclusion, and Empowerment** envisions a community in which residents enjoy a sense of well-being, safety, and self-sufficiency.

Our Mission

The **Office of Equity, Inclusion, and Empowerment** seeks to provide programs and services which are geared toward addressing the following areas: homelessness, housing revitalization, housing affordability, mental health, substance abuse, and economic mobility. Programs will be designed to provide compassionate and effective services that support self-determination and resiliency to all in need by promoting equal access, cultural competency, ethics, and accountability through collaboration.

About the Empowerment Framework

Launched in November 2024 by the **City of East Point's Office of Equity, Inclusion, and Empowerment, Empowered by Getting Ahead** is a transformative six-month initiative designed to equip low- to moderate-income families and unhoused individuals with the knowledge, tools, and community connections needed to achieve financial stability and homeownership.

This bold framework provides structured support through education, mentorship, and real-world applications. With guidance from respected community partners, participants receive hands-on training in critical life areas and are connected to lenders, realtors, and career pathways to turn possibility into progress.





Program Impact

Through intentional partnerships, practical education, and personal development, the program addresses the root causes of poverty and offers sustainable solutions.

By March 2025, all 25 original participants—and 10 additional individuals—successfully completed the six-month Empowerment Curriculum, proving that when families are equipped with resources and community support, they rise.

On July 10, 2025, graduates will take a critical step forward by meeting directly with lenders and real estate professionals to initiate their journey to homeownership—a milestone that once felt out of reach for many.

Key Milestones

35

TOTAL
GRADUATE

Total Graduates from the Homeownership Planning Program

100%

TOTAL
GRADUATE

Completion of the 6-Month Empowerment Curriculum Financial Literacy

- **Training:** Budgeting, credit education, debt reduction, and wealth building
- **Personal Development:** Health and wellness coaching, parenting empowerment, and communication strategies
- **Workforce Readiness:** Digital literacy, job readiness, and leadership training
- **Homeownership Preparedness:** Mortgage planning, insurance education, and civic engagement
- **Economic Stability:** Proven progress toward generational wealth-building



EVENT DETAILS

Friday, January 30, 2026 at 7:30 pm – 10:00 pm

Sonesta Atlanta Airport North

1325 Virginia Ave, Atlanta, GA 30344

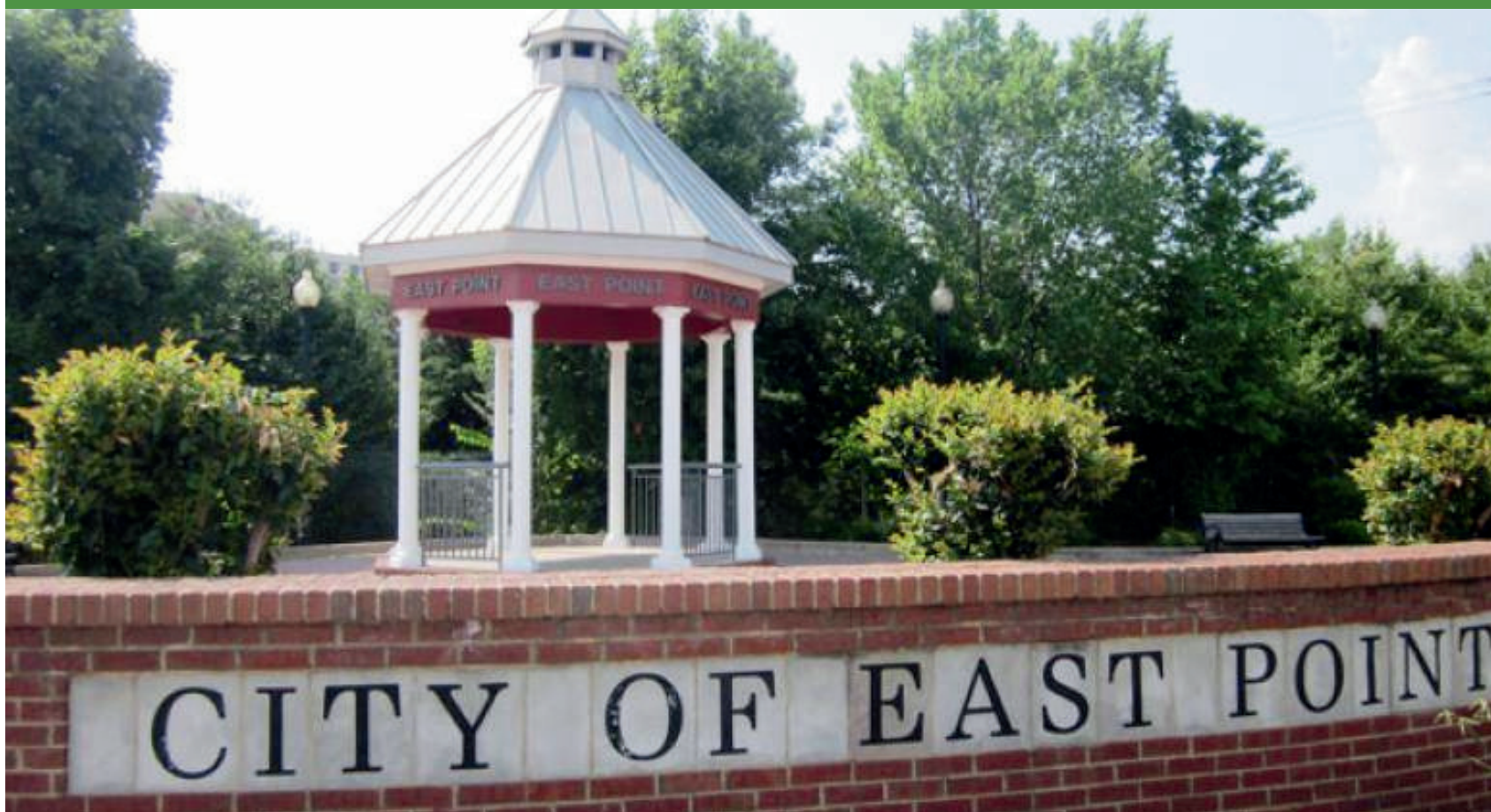
A Night to Celebrate Progress.

A Movement to Empower Futures.



An unforgettable evening of purpose and possibility as the City of East Point hosts its Empowerment Gala. This premier fundraising event honors families rising through our Empowered by Getting Ahead initiative—and the partners who make it possible.

Together, we'll raise \$250,000 to support the next cohort of 25 families on their path to homeownership, financial wellness, and lasting self-sufficiency.





EMPOWERMENT GALA

Sponsorship Opportunities

A Movement to Empower Futures.

Your sponsorship affirms your commitment to economic justice and creates transformational change for East Point families. Sponsorship comes with tailored benefits to connect your brand to a growing movement.

- All sponsors will be listed by level during the Gala and recognized on the official website.
- Select levels include the opportunity to include promotional materials in attendee gift bags.

Platinum

\$10,000

10 Gala tickets, Logo on City website & program cover, VIP brunch with Mayor, Press highlights, Full-page ad, **Exclusive VIP Brunch with City Leadership: Friday, January 30 at 10:30 AM**, Hotel discounts, Sneak peek of auction

Gold

\$5,000

6 Gala tickets, Logo on City website, Half-page ad, Branded item in attendee bags, Reception invites, Hotel discount (Friday only)

Silver

\$2,500

4 Gala tickets, Logo on City website, Business card ad, Item in attendee bags, Reception invites

Bronze

\$1,500

3 Gala tickets, Name listed, Reception invites

Supporter

\$1,000

2 Gala tickets, Name listed at the event





THANK YOU!

Register now at eastpointga.gov/empowerment-gala

 2757 East Point Street
East Point, Georgia 30344

 404.559.6479

 www.eastpointcity.org
