

SPONSORSHIP PROSPECTUS

GENERATIONS AT WORK

JOB EXPO · METRO ATLANTA · 2027

FUND THE ROOM THAT GETS EVERY GENERATION BACK TO WORK.

Four generations, one hiring floor, zero admission. From first résumé to final act, Atlanta meets the employers hiring right now — face to face. **Sponsors are the reason it stays free.**

THE MOMENT

ATLANTA NEEDS THIS ROOM — ACROSS EVERY CAREER STAGE.

Multiple generations share the same workforce, while job seekers at different career stages need different routes forward. Sponsoring Generations at Work helps put those routes in one room.

Youth

First-job seekers need visible openings, preparation, and a direct introduction to employers.

PROGRAM LANE · FIRST JOBS

Career

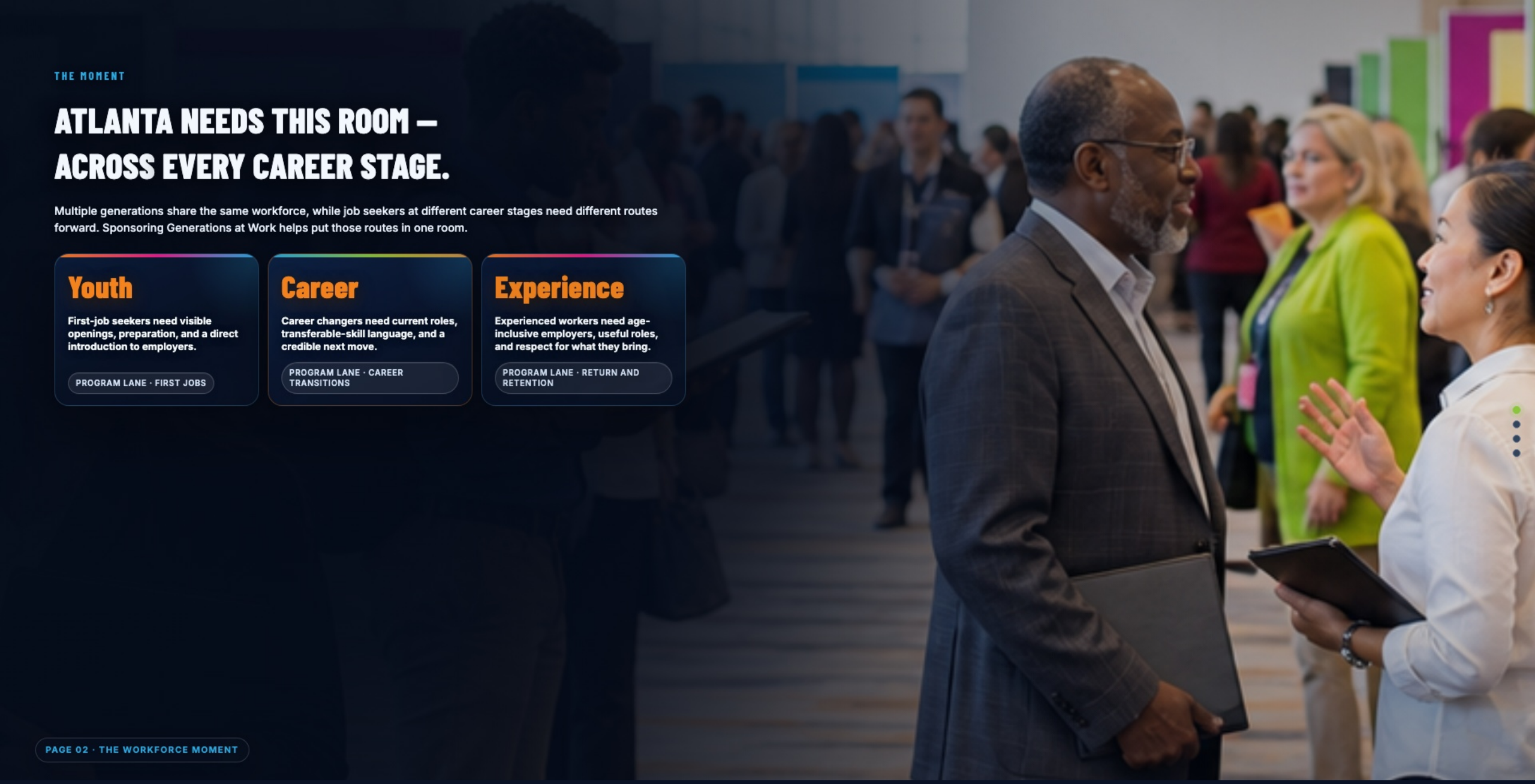
Career changers need current roles, transferable-skill language, and a credible next move.

PROGRAM LANE · CAREER TRANSITIONS

Experience

Experienced workers need age-inclusive employers, useful roles, and respect for what they bring.

PROGRAM LANE · RETURN AND RETENTION



THE RUNWAY

LOCK YOUR TIER EARLY. GET MORE MONTHS OF VISIBILITY.

Founding sponsors who commit early ride the full build, get first pick of tiers and tracks, and stay visible before the room opens.

CLAIM THE EARLY LANE. Best placement goes first.

2026 · NOW
FOUNDING ADVANTAGE
Shape the room. Claim first-choice tiers and tracks.

LATE 2026
MARKET OPENS
Recruitment goes metro-wide across employers and partners.

SPRING 2027
BRAND LOCK
Logos lock for campaign, signage, and sponsor visibility.

JUNE 14, 2027
EVENT + RECAP
Own the room, then leave with an outcomes recap.



WHAT YOUR LOGO TOUCHES

VISIBILITY BEFORE, DURING, AND AFTER.

SIGNAGE
Room, track, and stage branding

WEB
Event, sponsor, and employer pages

DECK
Sponsor and funder conversations

RECAP
Outcomes prepared for review

SOCIAL
Campaign features before the event

EMAIL
Partner and community outreach

1 AVAILABLE

GOLD KEYNOTE SPONSOR

The room's defining sponsor position: center-stage authority, premium media, and the biggest footprint in the event.

$25,000 HIGH-VISIBILITY TIER

- Premium activation space
- Custom video reel x 2
- Radio mention
- Premium logo on Stage Step & Repeat
- Keynote lunch sponsor presentation: 30 minutes + 15 minute Q&A
- SM Blast x 5
- Premium logo placement on all materials and website
- Red carpet interview
- Premium logo on General Entry Step & Repeat
- Music down, court-level center stage, Jumbotron visibility

OWN THE MOMENT PEOPLE REMEMBER.

Gold is the headline package for a sponsor that wants the room, the recap, and the story after the day is over.

STAGE
keynote lunch

MEDIA
5 blasts + 2 reels

FLOOR
2 booths

BRAND
premium placement

MAJOR VISIBILITY WITHOUT TAKING KEYNOTE.

Silver and Bronze are the clean middle lanes: real floor presence, campaign support, and enough visibility to matter before, during, and after the event.

5 AVAILABLE

SILVER SPONSOR

$15,000 MAJOR FLOOR TIER

- Booths: 1 @ 10 x 20
- Activation space
- SM Blast x 2 + custom video reel x 1
- Radio mention and red carpet interview
- Logo placement on all materials and website
- Premium logo on stage step & repeat
- Logo on premium general entry step & repeat

10 AVAILABLE

BRONZE SPONSOR

$7,500 TRACK / LANE TIER

- Booths: 1 @ 10 x 10
- SM Blast x 2
- Radio mention
- Logo placement on flyer and website
- Logo on stage step & repeat
- Logo on general entry step & repeat

LAST THREE LANES. STILL REAL VISIBILITY.

For community organizations, small businesses, and supporters who want to be in the room without taking a major-tier commitment.

15 AVAILABLE

COMMUNITY PARTNER

$3,000

- Booths: 1 @ 8 x 8
- SM Blast x 2
- Logo placement on flyer and website
- Logo on stage step & repeat
- Logo on general entry step & repeat
- Community visibility for service, workforce, and outreach partners

30 AVAILABLE

EVENT SUPPORTER

$1,000

- Booths: 1 @ 8 x 8
- SM Blast x 1
- Logo placement on flyer and website
- Logo on general entry step & repeat
- Local support lane for organizations that want presence without taking a major tier

NO MAX

LOGO + SWAG BAG

$500

- Booths: 1 @ 8 x 8
- Logo placement on flyer and website
- Logo included in the shared sponsor logo wall
- Approved swag bag inclusion
- Entry support lane for broad community participation

GENERATIONS AT WORK
THANK YOU

FINAL · CONTACT

THANK YOU FOR HELPING FUND THE ROOM.

Generations at Work brings youth, returning workers, seniors, employers, and community partners into one practical hiring room. Your sponsorship helps turn visibility into real pathways.

GEORGIA SPARTANS

SPARTANS REACH

PARTNER LEAD

JERELL SHEARIN

EMAIL
GeorgiaSpartans@gmail.com

PHONE
404-645-1398

ORGANIZATIONS
Georgia Spartans · Spartans Reach

MARKET
Metro Atlanta