

NEW LIFE COMMUNITY ALLIANCE

2026 RUN5K

TO CHANGE A LIFE WALK/RUN RACE **SEPT. 12**

**RUNNING
TOGETHER
FOR A
STRONGER
SOUTH
DEKALB**



Official Northside
Hospital Peachtree
Road Race
Event Qualifier

ABOUT NEW LIFE COMMUNITY ALLIANCE

New Life Community Alliance (NLCA) exists to erase the legacy of poverty in South DeKalb and revitalize neighborhoods into thriving, safe, and economically prosperous communities. Since 2002, NLCA has served more than 40,000 residents through programs that meet immediate needs and create long-term pathways to stability.

OUR FIVE PILLARS

DIGNITY SERVICES

Food, clothing,
& emergency
support

AFFORDABLE HOUSING SOLUTIONS

Financial
assistance
& stability
for families
in crisis

WORKFORCE DEVELOPMENT

Training &
employment
pathways

QUALITY EDUCATION

Early learning
& Adult
academic
support

ACCESS TO HEALTH

Screenings
& wellness
resources
& medical/
mental health
referrals

1

2

3

4

5



WHY WE RUN

WE RUN FOR SOUTH DEKALB

We run for families living in extended-stay motels.

Rising housing costs force hundreds of families into unsafe temporary housing.

We run for parents searching for stable employment.

South DeKalb's unemployment rate is significantly higher than the state average.

We run for children facing hunger.

More than 9,300 households struggle to put food on the table.

We run for infants and toddlers needing early learning.

Nearly 5,000 children ages 0-5 lack access to affordable, quality programs.

We run for students reading below grade level.

Over half of 3rd and 4th graders are behind in core subjects.

We run because our community deserves better.

YOUR SUPPORT POWERS REAL CHANGE IN 2025:

- 587 families prevented from homelessness
- 387 individuals received case management
- 66,194 individuals received food support
- 967,557 pounds of food distributed
- 161 individuals sheltered during winter

Every sponsorship fuels programs
that strengthen families
& transform communities.



Your sponsorship
does more than
support a race,
it transforms lives.

WHY SPONSOR NLCA?

PARTNER WITH PURPOSE

- Brand visibility to more than 15,000 community members
- Alignment with a trusted, mission-driven nonprofit
- Employee engagement and volunteer opportunities
- Strengthened corporate social responsibility impact
- Direct support for families in crisis
- Proceeds are tax-deductible and help sustain NLCA programs

“Partnering with NLCA allowed us to make a meaningful impact while connecting with the community in a powerful way.”

—Patrick Desamours, Edward Jones, 2025 NLCA Sponsor



SPONSORSHIP LEVELS & BENEFITS

BENEFITS	Life Enricher \$10k	Life Impactor \$5k	Life Sustainer \$2.5k	Life Supporter \$1k
Branded as Premier Sponsor for 5K Run, no industry competitors, and Company logo placed on run bib <i>(anticipate 500+ runners)</i>				
Company logo prominently featured on 5K Run promotional material including flyers, postcards, headbands, NLCA website, electronic newsletter, and social media platforms <i>(potential reach to over 15,000 followers, connections & subscribers)</i>				
Company name listed on event promotional material including invitations, website, and social media platforms <i>(potential reach to over 15,000 followers, connections & subscribers)</i>				
Company logo included on start Truss <i>(commitments by August 15th)</i>				
Company logo included on finish line banners <i>(commitments by August 15th)</i>				
Opportunity to deliver remarks during open ceremonies <i>(anticipate audience of 500+)</i>				
Up to 2 verbal mentions of company during and leading up to 5K Run day <i>(anticipate audience of 500+ day of Run, plus additional audience of over 15,000 during Run promotions which may include PR spots and printed advertisements)</i>				
1 verbal mention of company during and leading up to 5K Run day <i>(anticipate audience of 500+ day of Run, plus additional audience of over 15,000 during Run promotions which may include PR spots and printed advertisements)</i>				
Reserved Run Numbers	10	5	4	2
Opportunity to provide branded promotional items for 5K Run day <i>(NLCA to provide approval of items to be included)</i>				

Confirm your sponsorship early to fully leverage partner benefits. For details regarding these events, or to customize your sponsorship package, please contact **Michael Bryant**, Chief Executive Officer, at **(770) 570-0354** or mbryant@newlife-atl.org.



3592 Flat Shoals Road, Decatur GA 30034
www.nlca-atl.org • 404-361-6731
nlca-atl.org/news/run-to-change-a-life-5k

READY TO CHANGE A LIFE?

PARTNER WITH PURPOSE

Become a sponsor today and
help us build a stronger South DeKalb.

Event Contact:

Michael Bryant, Chief Executive Officer

mbryant@newlife-atl.org

(770) 570-0354

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PARTNERSHIP COMMITMENT FORM

Please print/type information exactly as it should appear on printed and web materials.
To ensure inclusion on marketing materials, please submit confirmation as early as possible.

Name:	
Company/Organization:	
Mailing Address:	
City, State, Zip:	
Phone	Fax
Email:	

Contact for Corporate Sponsor Logos (if applicable):

Name:
Phone & Email:

Please Confirm Your Sponsorship Level:

\$10,000 \$5,000 \$2,500 \$1,000 Total Amount: \$ _____

Payment Options: Check (enclosed) Visa / AMEX / MasterCard (Circle One)
 Invoice me. I will pay by **August 31, 2026** I will pay online at nlca-atl.org/donate-today

Name on Card:		
Authorized Signature:		
Credit Card #:	Security Code:	Exp. Date:
Billing Address:		
Billing City, State, Zip:		

NEW LIFE COMMUNITY ALLIANCE



Please make checks payable to **New Life Community Alliance**. Return with completed form to the address on the right (Attn: Michael Bryant) or confirm your support via email to mbryant@newlife-atl.org. Tax ID: 58-2616862



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