



**100 BLACK MEN OF ATLANTA, INC.**

# Run Atlanta "404 Day" 5K

2026 PARTNERSHIP GUIDE

GIVE THE GIFT OF HOPE TO A DESERVING YOUTH

MENTORING + EDUCATION + ENRICHMENT + EMPOWERMENT = OUR SOLUTION



# MISSION STATEMENT

The mission of the 100 Black Men of Atlanta, Inc. is to improve the quality of life by supporting and enhancing educational and economic opportunities, particularly for African-American youth in the Atlanta community.

# VISION STATEMENT

100 Black Men of Atlanta, Inc. will become the city's strongest, most self-reliant African-American volunteer organization focused on education, enrichment, and empowerment.

A group of runners is gathered at a starting line for a race. They are in various starting positions, some crouching low to the ground. The scene is outdoors on a paved path, with trees and a fence in the background. A yellow-bordered text box is overlaid on the center of the image, containing the text: "IMPROVING THE QUALITY OF LIFE BY SUPPORTING AND ENHANCING EDUCATIONAL AND ECONOMIC OPPORTUNITIES".

IMPROVING THE  
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# OUR MEMBERS



## 100 Black Men of Atlanta, Inc.

The 100 Black Men of Atlanta, Inc., founded in 1986, is a leading nonprofit dedicated to mentoring and empowering youth in underserved communities. As one of the largest chapters of the national 100 Black Men of America, the organization operates under the motto “What They See is What They’ll Be,” emphasizing the importance of positive role models. Its programs, including Project Success and the Collegiate 100, provide scholarships, mentoring, and leadership development to students from middle school through college. In addition to its focus on education, the organization engages in initiatives promoting health, wellness, and economic empowerment, as well as advocating for public policy changes that benefit the African American community. By addressing these areas, the 100 Black Men of Atlanta creates meaningful opportunities and supports pathways to success for youth and their families.

## Emerging 100® of Atlanta

The Emerging 100 of Atlanta is the official young professional auxiliary of the 100 Black Men of Atlanta, Inc. It was established in 2010 as a group of high-achieving young men aged 25-35, representing a wide range of professional fields. The organization is dedicated to advancing the mission of the 100 Black Men of Atlanta by focusing on mentorship, community service, and professional development. As the flagship chapter within the 100 Black Men of America system, the Emerging 100 of Atlanta plays a critical role in fostering academic and vocational success for youth. The group primarily works with students from B.E.S.T. Academy High School and metro-Atlanta chapters of the Collegiate 100. Through its efforts, it provides mentoring, professional development, and community service initiatives, impacting nearly 300 high school and college students each year.

## Collegiate 100® of Atlanta

Collegiate 100 are campus-based student organizations that assist 100 Black Men of Atlanta, as appropriate, with its programmatic initiatives that support the development of social, emotional, and educational needs of youth who need positive role models in the communities in which they live. The Collegiate 100 of Atlanta is comprised of representatives from local Atlanta colleges and universities, including Morehouse College, Oglethorpe University, and Georgia State University. The Collegiate 100 of Atlanta specifically teaches Life Skills modules, tutors Project Success Scholars and 100 Robotics Alliance participants, and numerous other community-based projects such as visiting and reading to senior citizens, community beautification efforts, and campus-based initiatives.



## WE ARE ON A MISSION

**“Founded In 1986, The 100 Black Men Of Atlanta Is One Of The City’s Strongest African American Volunteer Organizations Focused On Education, Enrichment And Empowerment Through Mentorship And Community Service. It’s Long-Term Goal Is To Create An Educated Workforce Of Well-Rounded Individuals Who Understand The Importance Of Giving Back To The Community.”**



## Run Atlanta “404 Day” 5K

Run Atlanta “404 Day” 5K is the ultimate kickoff to Atlanta’s 404 Day celebration—a high-energy experience blending fitness, culture, and community. On April 4, we’re taking over Underground Atlanta in the heart of Downtown for a full day featuring a 5K race, 404 Day Parade, health & wellness activations, and a festival-style block party that keeps the vibes going long after the finish line.

The race begins and ends at Underground Atlanta and follows a scenic out-and-back route through Downtown and Castleberry Hill, showcasing iconic views of State Farm Arena, Mercedes-Benz Stadium, and the fast-developing Centennial Yards. Most importantly, this celebration is powered by purpose—100 Black Men of Atlanta is the Official Beneficiary of the Run Atlanta 404 Day 5K.

If you have any questions about this race, please contact the race director at [runningnerds@gmail.com](mailto:runningnerds@gmail.com)

**Attendance: 400**  
**Event Date: April 4, 2026**  
**Event Time: 8:00 a.m. to 11:00 a.m.**  
**Location: Underground Atlanta**





## Run Atlanta “404 Day” 5K Timeline of Events

- Pray 4 Violence Prevention
- Run 4 Health & Wellness
- Screen 4 Disease Prevention
- Celebrate 4 Peace & Well-being

### Run Atlanta “404 Day” 5K - Timeline of Events

**8:00 am** Screen 4 Disease Prevention  
(Underground Welcome Center)

**8:30 am** Pray 4 Violence Presentation (Welcome Center Stage)

**9:00 am** Run 4 Health & Wellness (Historic ATL Underground)

**10:00 am** Awards Ceremony, Entertainment, & Continue Screening 4 Disease Prevention (Welcome Center Stage)

**10:30 am** Celebrate 4 Peace & Well-being (Line Dance)

**11:00 am** Thank You for attending Run Atlanta “404 Day” 5K



**Registration** - [RunAtlanta5K.com](http://RunAtlanta5K.com)

# RUN ATLANTA “404 Day” 5K

## SPONSORSHIP OPPORTUNITIES

<p style="text-align: center;"><b>\$10,000 Diamond Presenting Title Sponsor</b></p> <p style="text-align: center;"><i>Exclusive recognition as the presenting sponsor with premium brand placement, unlimited</i></p>	<ul style="list-style-type: none"> <li>• (2) Complimentary Vendor/Sponsor Tables</li> <li>• Recognition and acknowledgement during the opening address and throughout event.</li> <li>• Unlimited pieces of sponsor material shared with attendees in tote bag.</li> <li>• Social media recognition before, during and after the event.</li> <li>• Listing on a website with a link to Sponsor’s website for an entire year (12 months).</li> <li>• Logo shared with community in program, on flyer and banners as Title Sponsor.</li> </ul>
<p style="text-align: center;"><b>\$5,000 Platinum Registration Sponsor</b></p> <p style="text-align: center;"><i>Recognition as the exclusive registration sponsor with high visibility and multiple promotional benefits.</i></p>	<ul style="list-style-type: none"> <li>• (2) Complimentary Vendor/Sponsor Tables.</li> <li>• Recognition and acknowledgement during the opening address.</li> <li>• (2) pieces of sponsor material shared with the attendees in tote bags.</li> <li>• Social media recognition as Platinum Registration sponsor</li> <li>• Listing on website with link to Sponsor’s website for a year (12 months)</li> <li>• Logo shared with community in program, on flyer and banners as Platinum Registration Sponsor</li> </ul>
<p style="text-align: center;"><b>\$2,500 Bronze VIP Banner Sponsor</b></p> <p style="text-align: center;"><i>Vendor table, digital recognition, and logo placement on event materials.</i></p>	<ul style="list-style-type: none"> <li>• Complimentary Vendor/Sponsor Table</li> <li>• Social media recognition as VIP Banner Sponsor</li> <li>• Listing on the website during the month of the event.</li> <li>• Logo shared with the community in program and on flyer as VIP Banner Sponsor.</li> </ul>
<p style="text-align: center;"><b>\$1,000 Mile Marker Sponsor</b></p> <p style="text-align: center;"><i>Recognition at designated mile markers with logo placement and social media mentions.</i></p>	<ul style="list-style-type: none"> <li>• Complimentary Vendor/Sponsor Table</li> <li>• Social media recognition as Mile Marker sponsor.</li> <li>• Logo shared with community in program and on flyer as Mile Marker Sponsor</li> </ul>

# RUN ATLANTA "404 Day" 5K SPONSORSHIP OPPORTUNITIES

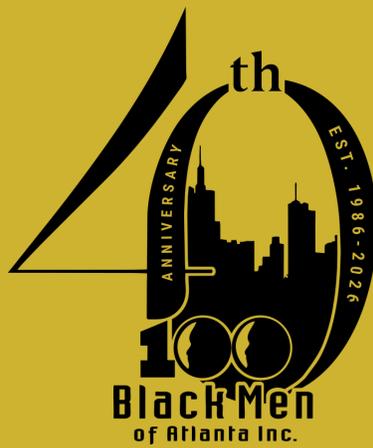
**SCAN ME**



**DONATE** ❤️

# SHAPING THE FUTURE TOGETHER WITH OUR PARTNERS

**100 Black Men of Atlanta, Inc.**  
is thankful for our partners, sponsors,  
and supporters who continue to  
invest in our youth. Working  
together, there is  
nothing our children cannot do. They  
can hope. They can work hard. They  
can envision a brighter future. They  
are the reason; we are the solution.



Give us a Call: (404) 525-6220



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[www.the100atl.org](http://www.the100atl.org)