



25th Annual
Hank Stewart's
WHITE LINEN
Affair

2026 SPONSORSHIP PACKAGE

July 24-26, 2026
Atlanta Marriott Marquis

LETTER FROM HANK

A Milestone Year of Elegance, Empowerment & Excellence

2026 is more than just another calendar year – it's a celebration of legacy, leadership, and lives transformed.

We're thrilled to mark a **season of unforgettable milestones** that honor the passion and purpose behind **The Stewart Foundation** and the people who bring it to life.

- **20 Years of Transformative Service through The Stewart Foundation** – empowering youth and shaping leaders of tomorrow.
- **25 Years of the White Linen Affair** – a quarter-century of sophistication, inspiration, and community impact.
- **35 Years of Powerful Poetry and Purpose** – celebrating my personal journey as an artist, author, and advocate.

Save the date: **July 24 - 26, 2026** for the **25th Annual Hank Stewart's White Linen Affair**, happening at the iconic and luxurious **Atlanta Marriott Marquis**. This year's event promises to be **unlike anything we've done before** – a vibrant tribute to the icons and changemakers who paved the way and a salute to the future leaders rising in their footsteps.

We invite you to take your place in this historic moment and explore our sponsorship opportunities. Your support ensures that **The Stewart Foundation** continues to provide innovative, high-impact programming for youth, strengthening our children – whole mind, body and soul. Through workshops, engaging activities, and real-world exposure, we equip young people to lead confidently and compete globally. Together, we are the key that opens the door to their success.

Let's make history – **with elegance, empowerment, and excellence.**

Please call me at **404-247-4661** or email hankstewart@hankstewart.net for additional information.

Sincerely,

Hank Stewart

Poet, Author & Advocate
Co-Founder & President,
The Stewart Foundaton

*When you invest in **The Stewart Foundation**, you're not just sponsoring an event – you're fueling a movement. Your support directly develops the next generation of leaders, strengthens families, and uplifts communities. Together, we can create impact that will last for decades to come.*

THE STEWART FOUNDATION

The Stewart Foundation was born from a deep concern for the future of our community. We witnessed a significant decline in strong leadership – leaders who embody the spirit of those who fought for civil rights and guided our people through times of hardship. These inspiring figures, many of whom we had the privilege of encountering, instilled in us a deep sense of responsibility to cultivate the next generation of leaders. Instead of lamenting the loss of these giants, we decided to act. **The Stewart Foundation** is dedicated to *strengthening our children “whole mind, body, and soul”* by fostering the leadership skills of tomorrow.

Our Focus

To achieve this ambitious goal, we have designed a dynamic, year-round program:

- **1st Quarter: Health & Financial Wellness:** We believe that strong leadership begins with a strong foundation. This quarter focuses on promoting healthy habits and financial literacy.
- **2nd Quarter: Community Service:** We encourage our youth to become active participants in their communities through service projects that address local needs.
- **3rd Quarter: Education Advocacy:** We empower young people to become advocates for educational excellence, ensuring that all youth have access to quality learning opportunities.
- **4th Quarter: Social Awareness:** We foster critical thinking and social awareness, equipping our youth to understand and address the challenges facing our society.

Impacting Lives

Since our inception in August 2006, **The Stewart Foundation** has positively impacted the lives of well over 40,000 young people. In addition to our core youth development programs, **The Stewart Foundation** builds powerful partnerships that expand both our reach and our impact. We engage with local school districts to provide Fall, Winter and Spring Break Enrichment programs to help middle schoolers gain the skills and confidence to succeed in life as well as develop leadership qualities and a strong work ethic. For nearly 20 years, we have sponsored Career Days at area high schools, opening doors of possibility for students by connecting them with mentors and career pathways. Through close collaboration with the DeKalb County Solicitor’s Office – as well as those in Henry, Clayton, Fulton and other metro counties – and with local juvenile detention centers, we deliver prevention, intervention, and life-skills training that redirect young lives toward brighter futures.

Our commitment also extends globally, supporting youth development programs and health clinics in Guyana, where we address both educational and wellness needs in underserved communities. These efforts reflect our core belief: that when we invest in young people – whether across the street or around the world – we are building stronger, healthier communities for us all.

We invite you to become a part of **The Stewart Foundation** family. Your support will directly impact the lives of young people in our community our state and around the world, empowering them to become the leaders of tomorrow.

**We encourage each of you to: **

- **Become Volunteers:** Share your time and talents with the next generation of leaders.
- **Become Resource Partners:** Connect us with valuable resources and opportunities.
- **Become Financial Contributors:** Support our mission through your generous donations.
- **Serve as Advocates:** Spread the word about **The Stewart Foundation** and its mission.

Together, we can create a brighter future for all.

With Gratitude,

Gwen Mason
Co-Founder & Executive Director

Hank Stewart
Co-Founder & President

OUR PROGRAMS



1st Row (Left to right): Games Down, Activities Up!, Thanksgiving Box Giveaway in partnership with New Life Community Church, Feeding the Hungry and Homeless.
2nd Row (Left to right): Black History Month Celebration at Historic Ebenezer Baptist Church, Celebrating our Seniors at A. G. Rhodes Atlanta, Youth Cabinet Inauguration at Atlanta City Hall.
3rd Row (Left to right): Serving breakfast to residents and families at The Smart Place, Women’s History Month Celebration at Auburn Avenue Research Library, Youth Cabinet officers engaging with visitors to Morehouse School of Medicine Health Fair.
4th Row: (Left to right): Book Distribution prior to AI Prompting workshop in partnership with Southwest DeKalb High School.

The Stewart Foundation Programs and Focus
 Health & Financial Wellness ■ Community Service
 Education Advocacy ■ Social Awareness

WHITE LINEN AFFAIR

THE STATS

DATE: July 26 - 27, 2024

ATTENDANCE: Urban Adults 25-54 (60% women / 40% men)

MEDIAN HHI: \$85,000

EDUCATION: 90% hold undergraduate or graduate degrees

VENUE: Crowne Plaza Peachtree City

PROJECTED ATTENDANCE: 1,500

SPONSORSHIP RIGHTS: Various / Customize to ROI targets

INFORMATION CHANNELS

PRINT MEDIA



RADIO



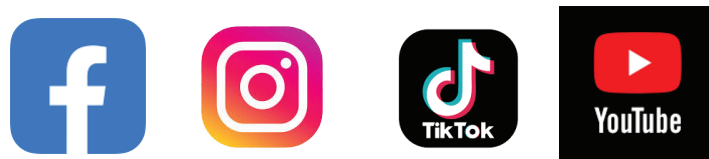
TELEVISION



DIGITAL



SOCIAL MEDIA



Email marketing (5,000 Opt-In) Facebook (10,000+ Friends and Fans)

SPONSORSHIP RIGHTS & COMMUNICATION CHANNELS



Distributing Thanksgiving boxes in the community



Games Down, Activities Up! Annual Health Fair



Celebrating the Holidays at The Smart Place



Because of HER: Womens History Month

An opportunity to engage with Atlanta's Urban Professionals in a meaningful and memorable way!

Our menu of sponsorship opportunities serves as platforms from which to showcase your brand in an environment that's conducive for buzz marketing, database capture and one-on-one engagement.

Our core sponsorship opportunities include:

- Automotive
- Specific Event Sponsor
- Corporate Sponsor
- Presenting Sponsor
- Soundstage Sponsor
- Retail Sponsor
- Wellness Sponsor
- White Carpet Sponsor

TANGIBLE BENEFITS OF SPONSORSHIP

The Stewart Foundation is a 501(c)(3) organization, but we're not looking for corporate donations without a valid business proposition. Our sponsors of the White Linen Affair benefit from cause marketing, and tactics designed to produce measurable ROI.

WE DELIVER:

Access to up to 1,500 target consumers in a relaxed atmosphere where receptivity to experiential and engagement marketing is strong

- Access to 50,000+ consumers via opt-in email marketing.
- Coordinated activation to ensure that promises made are promises kept (we hate surprises as much as you do!).
- Networking opportunities with other sponsors.

WHITE LINEN AFFAIR

Georgia's African-American consumers represent an estimated \$26 Billion* dollar market on retail, B2B, wellness, and professional services each year. Atlanta is the epicenter of that purchasing power.

PROMOTE

You'll be promoting your brand to this valued market.

INVITE

You'll be inviting these consumers to choose your brand over your competitors.

ENGAGE

You'll be engaging them one-on-one during a day of compelling educational, inspirational and entertainment events!

We invite you to extend your relationship with Atlanta's African-American elite as a sponsor of the White Linen Affair Fundraiser, and help make a positive difference in a young person's life!

*(Source: "Drawing on Diversity for Successful Marketing"-Selig Center for Economic Growth at UGA)



Stewart Foundation youth prepare food boxes for distribution to the local community.



Stewart Foundation youth entertain residents at A. G. Rhodes Senior Center

The Stewart Foundation Programs and Focus

- Health & Financial Wellness
- Community Service
- Education Advocacy
- Social Awareness

PREVIOUS WHITE LINEN AFFAIR VIPs

- | | | |
|--------------------------------|--|-----------------------------|
| 5 Men on Stools | Congressman Hank Johnson | Mayor Kasim Reed |
| Stacey Abrams | Commissioner Larry Johnson | Judge Penny Brown Reynolds |
| Comissioner Marvin Arrington | Lonnie Johnson | Mariela Romero |
| Fred Blankenship | Comissioner Mereda Johnson | NY Councilman Yusef Salaam |
| Councilman Michael Julian Bond | Ingrid Saunders Jones | Rita Samuels* |
| Pastor Jamal Bryant | State Representative Dar'shun Kendrick | Beverly Smith |
| Melanie Campbell | Congressman John Lewis* | Representative Calvin Smyre |
| Dr. Xernona Clayton | Meredith Lilly | Bern Nadette Stanis |
| Dr. Johnnetta B. Cole | Dr. Joseph Lowery* | Angie Stone* |
| Senator Gail Davenport | Congresswoman Lucy McBath | Art Terrell |
| Tommy Dortch* | CeCe McCullough | Tony Terry |
| Kim Fields | Marla Maples | CEO Michael Thurmond |
| Tommy Ford* | Comissioner Nicole Massiah | Dr. Thomas N. Todd |
| Mayor Shirley Franklin | Lee May | Terri J. Vaughn |
| Louis Gossett Jr.* | Ceasar Mitchell | Dr. C. T. Vivian* |
| Judge Glenda Hatchett | Wess Morgan | Senator Raphael Warnock |
| Kwame Jackson | Monica Kaufman Pearson | Mack Wilbourn |
| | | Malik Yoba |
| | | Ambassador Andrew Young |

** Deceased*

SPONSORSHIP LEVELS

LEGACY SPONSORSHIP • \$100,000

Partnership at this level secures your legacy while also providing years of stability for The Stewart Foundation.
(One decision, annually for five years of impact and recognition)

- “Your Company” – The Legacy Partner of Hank Stewart’s 25th Annual White Linen Affair
- Exclusive recognition as the highest-level sponsor
- Special Legacy Tribute Video featuring company name/logo during the event
- Company representative delivers remarks during Opening Ceremony & Gala Toast
- Corporate logo most prominent on all promotional materials (print, digital, step & repeat banner)
- Inclusion in all press releases and media coverage
- 5 Dinner Tables with premium placement
- Logo listing in *The Spotlight*, the official newsletter of The Stewart Foundation
- Logo on Website (top tier placement) for one year
- Recognition on social media spotlight campaign (3 dedicated posts)
- Customized thank-you award presented during the event

PINNACLE SPONSORSHIP • \$75,000

- “Your Company” Presents Hank Stewart’s 25th Annual White Linen Affair – Pinnacle Partner
- Sponsor remarks during Opening Ceremony
- Corporate logo featured prominently on all promotional materials
- Inclusion in all publicity and media mentions
- 4 Dinner Tables
- Logo listing in *The Spotlight*, the official newsletter of The Stewart Foundation
- Logo on Website (premium placement) for one year
- Social media recognition (2 dedicated posts)
- Logo featured on event screens throughout the weekend

TITLE SPONSORSHIP • \$50,000

- “Your Company” Presents Hank Stewart’s 25th Annual White Linen Affair
- Sponsor remarks during Opening Ceremony
- Corporate logo on all promotional materials
- Inclusion in all publicity
- 3 Dinner Tables
- Logo listing in *The Spotlight*, the official newsletter of The Stewart Foundation
- Logo on Website
- Social media spotlight post
- Logo featured on event screens

PLATINUM SPONSORSHIP • \$25,000

- Recognition during Opening Ceremony
- Corporate logo on all promotional materials
- Inclusion in publicity
- 2 Dinner Tables
- Logo listing in *The Spotlight*, the official newsletter of The Stewart Foundation
- Logo on Website
- Social media recognition (group post)

GOLD SPONSORSHIP • \$10,000

- Recognition at Opening Ceremony
- Corporate logo on all promotional materials
- Inclusion in publicity
- 1 Dinner Table
- Logo listing in *The Spotlight*, the official newsletter of The Stewart Foundation
- Logo on Website

SILVER SPONSORSHIP • \$5,000

- Recognition at Opening Ceremony
- Corporate logo on all promotional materials
- 4 Tickets to White Linen Affair
- Logo on Website
- Name listing in *The Spotlight*, the official newsletter of The Stewart Foundation

SPONSORSHIP REPLY FORM

Yes I would like to participate as a sponsor of White Linen Affair benefitting The Stewart Foundation

(CHECK ONE)

- | | |
|---|--|
| <input type="checkbox"/> \$100,000 Legacy
<i>(annually for five years)</i> | <input type="checkbox"/> \$25,000 Platinum |
| <input type="checkbox"/> \$75,000 Pinnacle | <input type="checkbox"/> \$10,000 Gold |
| <input type="checkbox"/> \$50,000 Title | <input type="checkbox"/> \$5,000 Silver |

COMPANY NAME: _____

AUTHORIZED REPRESENTATIVE: _____

TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____

CELL: _____

EMAIL: _____

AUTHORIZED SIGNATURE _____

DATE SIGNED: _____

MAKE CHECK PAYABLE TO THE STEWART FOUNDATION

MAIL CHECK TO:
The Stewart Foundation
P.O. Box 54680
Atlanta, Georgia 30308

Hank Stewart's
WHITE LINEN
Affair

benefitting

