

Executive Summary: Hope Fest 2026 Sponsorship Opportunity

Hope Fest 2026 is a two-day regional event that brings people together to build community goodwill and support the life-changing ministry of Herrin House of Hope.

Scheduled for Saturday, September 12, and Sunday, September 13, 2026, at Community of Faith Church in Marion, Illinois, Hope Fest marks the festival's 15th year and celebrates 14 years of Herrin House of Hope ministry. The weekend brings together families, churches, businesses, and community partners for entertainment, outreach, and fundraising that support year-round services across Southern Illinois. For sponsors, Hope Fest offers both strong community visibility and direct mission impact. Herrin House of Hope serves the region through weekday meals, food distribution, a thrift store, children's summer feeding, GED partnership programming, and other practical support. Sponsorship helps sustain those services while aligning your organization with a trusted, family-friendly event.

Hope Fest is designed to attract strong attendance through affordability, accessibility, and broad programming. Guests enjoy modest admission, free parking, live music, food vendors, the Hope Fest Market, Sponsors Row, a silent auction, family attractions, an expanded children's fun zone, pony rides, a petting zone, and tethered balloon rides. This mix creates repeated sponsor visibility throughout the weekend.

Saturday's anchor event is the 3rd Annual Hope Fest 5K Walk/Run and Kids Fun Run. The race expands the festival's reach to families, wellness-minded participants, and community supporters while increasing early-day traffic and pre-event promotion.

Sunday's featured programming includes the 6th Annual Hope Fest Auto Show and Biker Zone alongside the festival's Classic Family Funday atmosphere, giving the event a second full day of strong public draw. This two-day format broadens the audience and extends sponsor exposure beyond a single-day event.



Together, the Saturday and Sunday schedules create a layered, community-centered event rather than a single attraction. That gives sponsors more time, more visibility, and more opportunities to connect with attendees.

Herrin House of Hope's measurable impact adds meaningful credibility to this sponsorship opportunity. The ministry has provided meals for more than 14 years, including 40,674 meals in 2024 and 41,625 meals in 2025. By the end of 2025, total meals served had reached 449,850, and that number is expected to exceed 475,000 by Hope Fest 2026. Broader event information also highlights weekday meal service for roughly 150 to 200 people per day, food distribution, GED support, and children's summer meals.

Because of that foundation, Hope Fest sponsorship is both a branding opportunity and a community investment. Sponsors help sustain a ministry that addresses hunger, hardship, and long-term hope-building efforts in Southern Illinois while aligning with a positive, family-friendly event.

Key impact highlights include:

- 15th annual Hope Fest in 2026 and 14 years of Herrin House of Hope ministry
- More than 475,000 meals served since operations began
- Approximately 150 to 200 people served daily through weekday meal service
- More than 50,000 people served through pantry and distribution programs, plus more than 250 students supported through GED programming
- More than 35,000 summer meals provided to children, with Sponsor A Day support at about \$250 per day or \$21 per month

The 2026 fundraising strategy brings together event participation, community generosity, and sponsor engagement. In 2025, Hope Fest was supported by 63 sponsors and raised \$95,500, reflecting the generosity of businesses, organizations, and individuals who came alongside this mission. In 2026, we hope to build on that momentum through admissions, activities, sponsorships, and donations while continuing to invite partners to underwrite specific days of ministry operations. At about \$250 per day, Sponsor A Day offers a simple and meaningful way to connect your support to immediate local impact. We would be honored to have you join our 2026 sponsor team as we work together to serve more families and exceed last year's success.



In summary, Hope Fest 2026 offers sponsors a compelling blend of attendance, positive brand association, family-friendly programming, and measurable charitable impact. More importantly, it offers the opportunity to be part of a shared effort to bring hope, help, and encouragement to families throughout Southern Illinois.

Held in Marion, Illinois, on the campus of Community of Faith Church, Hope Fest is well positioned to draw families and supporters from across Southern Illinois and to serve as a meaningful centerpiece for the Hope Fest Sponsorship Plan.

If you have any questions, please contact John Steve, Executive Director, at Office@HerrinHouseofHope.org, or Rev. Dr. Troy Benitone, Hope Fest Event Director and President of the Board, at 217-725-7565 or Troy@hohfoundation.org.