

Executive Summary: Hope Fest 2026 Sponsorship Opportunity

Join us for a Weekend of Fun for The Family!
 Proceeds Benefit: The Herrin House of Hope Operations

Saturday, Sept 12
 10a - 6p
 &
Sunday, Sept 13:
 12:30p - 6p
 \$5 Daily/\$10 Weekend Admission
 5 & Under Free

Sat & Sun
MAIN STAGE MUSIC
HOPE FEST MARKET
 Arts, Crafts, Collectibles & Stuff!
HOPE FEST FOOD COURT*
 • TETHERED BALLOON RIDES*
 • CHILDREN'S FUN ZONE
 • PONY RIDES & PETTING ZONE*
 • SILENT AUCTION*

Special Events
 Hope Fest 5K Walk/Run
 & Kids Fun Run- Sat
 5th Auto Show & Biker Zone- Sun
 *additional cost or special event ticket needed

Hopefestevent.org
 On the Grounds of Community of Faith Church: Shine (Outside)/Rain (Inside)
 5208 Meadowland Pkwy, Marion, IL

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.

Join us for a Weekend of Fun for The Family!
 Proceeds Benefit: The Herrin House of Hope Operations

The HOPE FEST 5K Walk/Run & Kid's Fun Run
 SATURDAY, SEPTEMBER 12th, 2026 (RAIN or SHINE)
 \$25 to Register for Walk/Run Events: Includes Shirt & Swag Bag
 \$15 for 1/2 Mile Kid's Fun Run
 *5K Registration Includes Hope Fest Arm Band for Admission

HOPE FEST 5K is a part of the 2-day HOPE FEST!
 5K Pre-registration Link @ hopefestevent.org
 5K Onsite Registration 9:00a, Pre-Race Briefing 9:45a & Event Begins 10:00a

All proceeds benefit the Herrin House of Hope & Hands of Hope Foundation's operations in Herrin, including our Meal program, Thrift Store, Food Distribution Ctr., Children's Summer Feeding Program, AmeriCorps Job Training Program, GED Program in Partnership with J.A. Logan and our future Phase 2 plans to launch the new Hope Food Distribution Ctr, Hope Community Wellness GAP Clinic & Hope Emergency Shelter.

Hopefestevent.org
 On the Grounds of Community of Faith Church: Shine (Outside)/Rain (Inside)
 5208 Meadowland Pkwy, Marion, IL

6th Annual Hope Fest Auto Show & Biker Zone
 Proceeds Benefit:
 Herrin House of Hope's 14th Year of Operation
 Sunday, September 13, 2026 | 12:30-6pm
 On the Grounds of Community of Faith Church
 5208 Meadowland Pkwy, Marion, IL
 Grounds open 12:00p | Judging 3:30p | Awards 5:00p
 Auto & Bikers Awards in Multiple Categories
 People's Choice, Jr. Cruiser Awards
 \$10 Entry Fee on site *Includes Sunday Event Admission Wrist Band

Hosted by
 Peak & Rich Show
 Classic Cars & Trucks

HOPEFESTEVENT.ORG

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.



The graphic is a blue-bordered box with a white background. At the top left is the Herrin House of Hope logo, which features a blue circular emblem with a white cross and the text 'HERRIN HOUSE OF HOPE'. To the right of the logo, the text 'SPONSOR A DAY' is written in large, bold, blue letters. Below this, in smaller blue text, it says 'HONOR A LOVED ONE OR RECOGNIZE YOUR BUSINESS'. In the center, the text 'FUND ONE DAY OF MEALS' is written in bold blue letters, followed by '(\$21/month or \$250/year)'. Below that, a smaller line of text reads 'Provide the basic cost for one day of meals, supporting the on-going operation to feed the hungry at Herrin House of Hope.' At the bottom left, there is a hand icon pointing to a QR code. To the right of the QR code is a blue button with the text 'DONATE ONLINE' and 'www.herrinhouseofhope.org' above it, and 'SCAN ME' below it. At the bottom right, there is a white box with blue text that reads 'OR BY MAIL', 'PO Box 2042', '112 N 12th St', and 'Herrin, IL 62948'.

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.