



**ACTIVATE
GOOD**

people-powered
projects for good

**SPONSORSHIP
OPPORTUNITIES**

2025

WHY ACTIVATE GOOD?

Activate Good is the best volunteer resource in the Triangle. As a nonprofit organization, we identify community needs, mobilize people to take action, and educate on the issues.

We're redefining what it means to get involved. Volunteering is one way to make an impact, but it's not the only way. To create transformational change, we need a wide variety of people engaged at every level.



**ACTIVATE
GOOD**
people-powered
projects for good



A TEAM

Our Staff, Board, and Volunteer Leaders passionate about mobilizing people to help their community.

A NETWORK

A network of 600+ Community Organizations with needs in the Triangle region.

A COMMUNITY

A community of over 40,000 local volunteers making an impact.

YOU

Corporate sponsors make this all happen by supporting the community you love

BENEFITS OF SPONSORSHIP



Customized Impact

Choose sponsorships that align with your corporate values and create a deeper connection to your mission.



Brand Visibility & Recognition

Gain prominent exposure through event materials, social media, and websites, aligning your brand with community service and positive impact. Your brand will be shared across our communications network - Over 25,000 email subscribers, 25,000 social media followers, and 116,000 annual website visitors.



Employee Engagement

Provide meaningful, customized volunteer opportunities for your team, enhancing morale and fostering team-building through hands-on service projects.



Corporate Social Responsibility (CSR) Alignment

Showcase your company's commitment to social responsibility by supporting causes that align with your values and resonate with customers and stakeholders.



Networking Opportunities

Connect with other businesses, nonprofits, and community leaders, opening doors to valuable relationships and partnerships.



Positive Brand Association

Strengthen your reputation by aligning with community-focused initiatives, generating goodwill and customer loyalty through positive social impact.



Tax Benefits

Maximize your contributions with potential tax deductions for business expenses through nonprofit sponsorships.



**ACTIVATE
GOOD**

people-powered
projects for good

**WEEKS OF
SERVICE**

DIGNITY WEEK

January 12-20, 2025

*Honoring the Legacy of
Dr. Martin Luther King, Jr.*

Martin Luther King Jr. Day is the only U.S. federal holiday dedicated to service, and Activate Good extends this spirit throughout an entire week.

As a corporate sponsor, your support will fuel these impactful projects while aligning your brand with community, equity, and empowerment. Partner with us to make a lasting difference and inspire your employees and stakeholders through service.

2024 Highlights

- Total Participants: 246
- Volunteer Hours Completed: 510





WEEKS OF SERVICE SPONSORSHIP OPPORTUNITIES

GIVING TOGETHER FOR GOOD

Sponsor Benefits	\$500	\$2,500	\$5,000	\$10,000	\$15,000
Logo and link on event page	X	X	X	X	X
Early access to volunteer opportunities	X	X	X	X	X
Social media shout out and post acknowledgment		X	X	X	X
Provide a sponsor video that will be shared on Activate Good's social media			X	X	X
Logo and link on event emails to a 40K+ mailing list				X	X
Complimentary Triangle Businesses for Good Membership (value of \$500)					X
Team building transformative project for up to 25 employees + social media highlight of company impact <i>(Public project - this is not an exclusive project)</i>					X

Sponsorships for 1 week of service- Choose Your Sponsorship Week - Dignity Week OR Volunteer Week

CASE STUDY

IBM's commitment to corporate social responsibility aligns perfectly with Activate Good's mission to build stronger communities. By sponsoring Activate Good, IBM engages its employees in meaningful volunteer opportunities, driving real change in the Triangle. It's a chance to live out their values, inspire others, and make a lasting impact beyond the workplace.

"IBM is proud to have a strong history of volunteerism – in fact, our first CEO Thomas J. Watson declared a "duty to the community" as an imperative for IBMers in 1931. Partnering with Activate Good has helped us to continue that legacy in the Triangle area. The Activate Good team organizes impactful projects, allowing our employees to give back to the community while connecting with volunteers from other local companies."



Tim Humphrey
RTP Senior Location Executive
NC Senior State Executive
IBM Chief Analytics Officer



At Activate Good, we believe in the power of partnership to drive meaningful, lasting change.

By joining us as a sponsor, you're not only investing in a brighter future for our community—you're also positioning your organization as a leader in compassion, purpose, and innovation.

Together, we can craft experiences that inspire, empower, and connect. Let's transform potential into action and purpose into progress. Your sponsorship is more than support—it's the spark that ignites a movement.

Join us, and let's make a difference, together.

MORE WAYS TO GIVE

- 1** Donate a Portion of Your Proceeds
- 2** Host Your Own Event
- 3** Maximize Employeeer Matches
- 4** Start a Fundraiser Online
- 5** You Dream It , We Can Help!

LET'S
DREAM
BIG

Contact our Development Team to
start your sponsorship today!



LISA BERWYN

ASSOCIATE DIRECTOR OF DEVELOPMENT

Activating Good since 2024

Lisa@ActivateGood.org