



**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: 509.76
- Community Partners Impacted:



NATIONAL VOLUNTEER WEEK

April 20 -26, 2025

Be part of a national celebration of volunteering! Partnering with Activate Good for National Volunteer Week is an opportunity for your corporation to showcase its commitment to community service and social impact. By sponsoring this inspiring week of action, you'll align your brand with a cause that engages thousands of local volunteers to address critical community needs.

Your sponsorship will provide visibility across a network of passionate individuals, nonprofits, and local media, demonstrating your leadership in corporate responsibility. Together, we can mobilize your employees, amplify your impact, and make a tangible difference in the lives of those in need across the Triangle.

2024 Highlights

- Total Participants: 57
- Volunteer Hours Completed: 150
- Community Partners Impacted: 4





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