



**ACTIVATE  
GOOD**

people-powered  
projects for good

# SPONSORSHIP OPPORTUNITIES

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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.



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## A TEAM

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

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## A NETWORK

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

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## A COMMUNITY

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

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## 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  
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**SPECIAL**  
**OPPORTUNITIES**



## PLAY IT FORWARD OUR 20TH BIRTHDAY CELEBRATION

Join us on June 27 at Marbles Kids Museum to celebrate **Activate Good's 20th Birthday Play It Forward Event!** This family-friendly celebration honors two decades of sparking positive change through volunteerism in the Triangle. Enjoy interactive exhibits, hands-on activities, games, awards, food, and entertainment while connecting with fellow changemakers. It will be a night to reflect on 20 years of impact and inspire the next chapter of service and community building.

As a sponsor, your business can gain visibility, align with a mission-driven organization, and create lasting community impact. Join us in celebrating this milestone and showcasing your commitment to a stronger Triangle community. Together, let's spark the next wave of good!







# PLAY IT FORWARD SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	\$5,000	\$10,000	\$15,000
Recognition on 20th Anniversary Signage	X	X	X
Logo in Event Program + Celebration Note from Company	X	X	X
Social Media Recognition	X	X	X
Recognition During Event with Opportunity to Speak		X	X
Complimentary Tickets		2 TICKETS	4 TICKETS
Quote in Press Release			X
Present One Award			X



# 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 Employee 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

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