

# SPONSORSHIP OPPORTUNITIES

2026



**ACTIVATE  
GOOD**

people-powered  
projects for good



# WHY ACTIVATE GOOD?

Activate Good is the best resource for local volunteerism 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

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 80,000 local volunteers making an impact

## YOU

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

# BENEFITS OF SPONSORSHIP



## Aligned Impact

Choose a sponsorship that aligns with your corporate values and create a deeper connection to your mission.



## Bolster Corporate Social Responsibility (CSR)

Showcase your commitment to social responsibility with activities that resonate with customers and stakeholders by supporting causes through your philanthropic efforts (maybe even your Employee Volunteer Program).



## 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 35,000 email subscribers, 17,000 social media followers, and 125,000 annual website visitors.



## Employee Engagement

Provide meaningful, customized volunteer opportunities for your team to enhance morale and foster team building through hands-on service projects.



## 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.



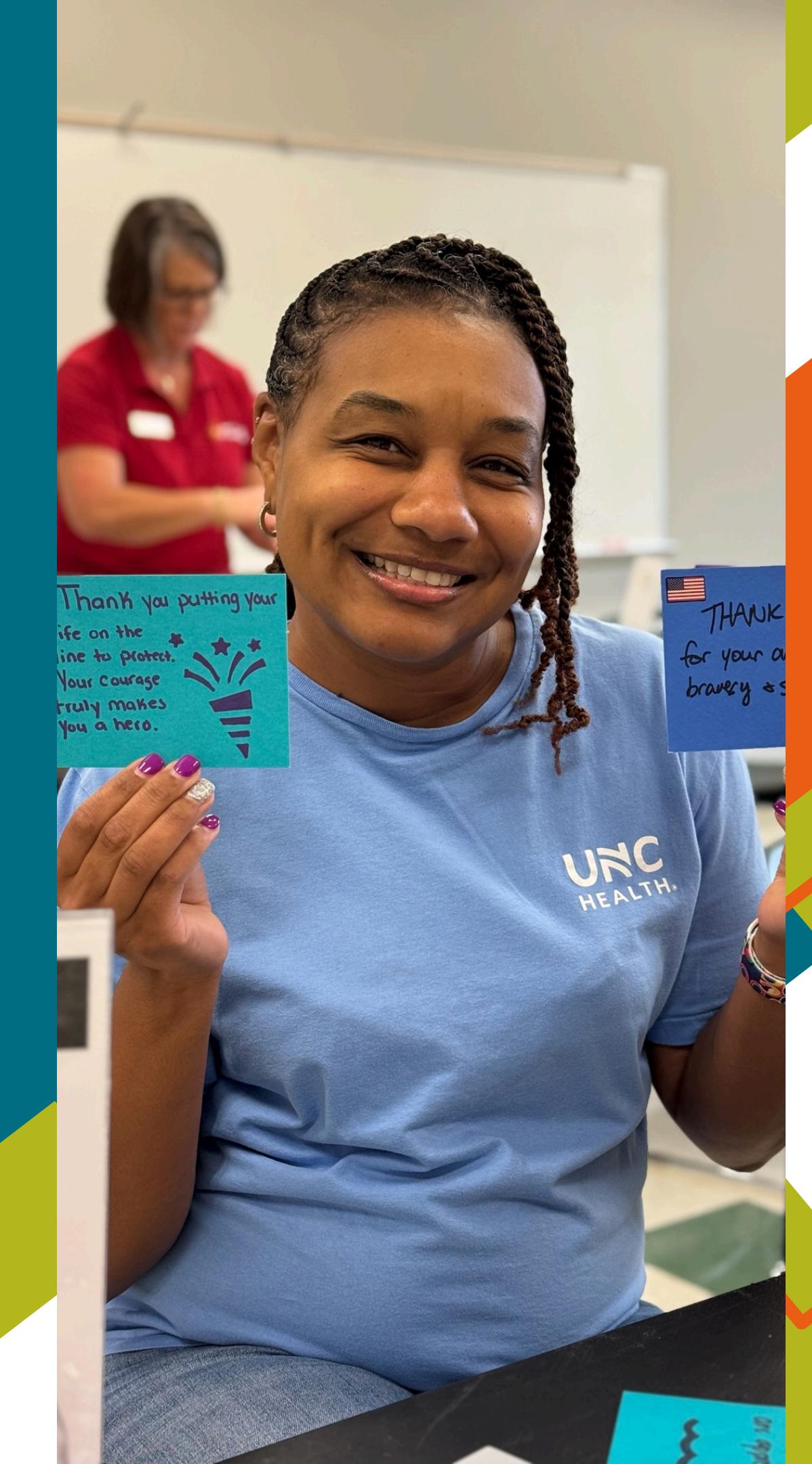
## Tax Benefits

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

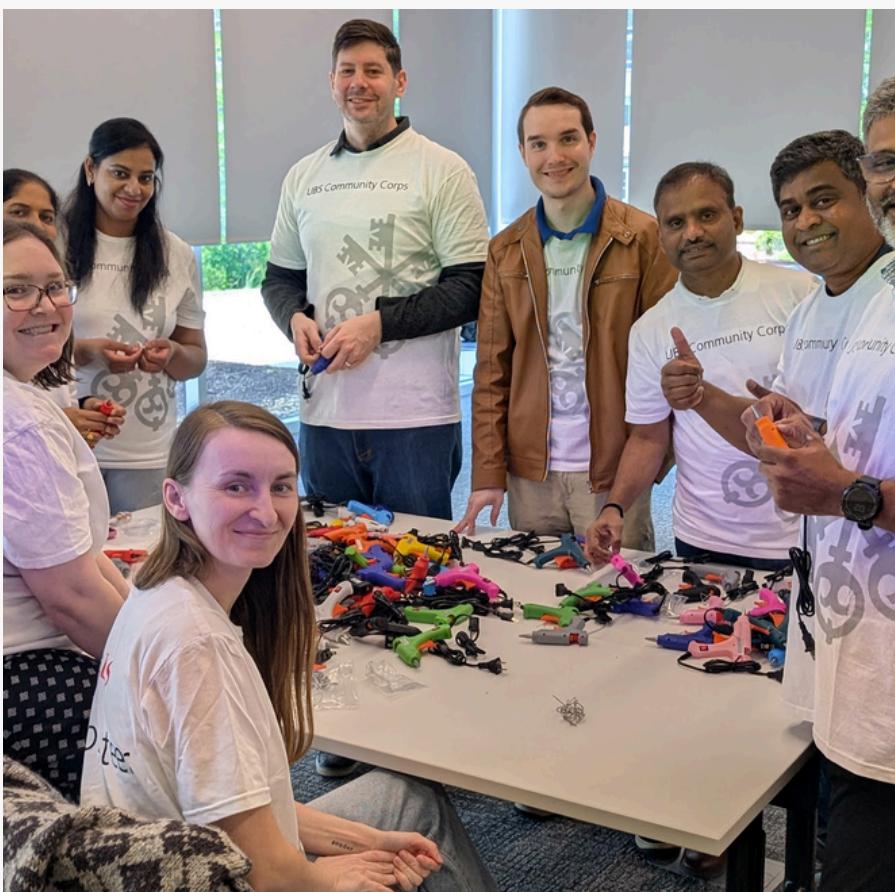
# ANNUAL PARTNERSHIPS



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# ACTIVATE GOOD SPECIAL OPPORTUNITIES



## WHAT MAKES OUR PARTNERSHIPS EXTRAORDINARY?

- **Packages for Effortless Planning:** Streamline your community impact with a single, comprehensive annual partnership to tackle exposure and volunteering at one time. We can package sponsorship, grants, and custom services for a full calendar year.
- **Comprehensive Community Engagement:** From The eLOVEate Schools Project to crafting dynamic team-building volunteer days, we create experiences that ignite passion and purpose.
- **Expand Beyond this Deck:** Want to sponsor something beyond the scope of the opportunities in this deck? Our team can craft a unique sponsorship that aligns perfectly with your organization's vision and values - whether that's a totally different opportunity, or a higher tier. Talk to us!

## ANNUAL BUSINESS PARTNERSHIPS

At Activate Good, we believe in the power of partnership to create lasting change in our community.

To make planning even easier for our corporate partners, Activate Good offers **Annual Business Partnerships**. With this one-time annual agreement, we work with you to bundle engagements tailored to your company's unique needs and goals, ensuring maximum impact and visibility. Our team then takes the lead to plan and implement a perfect service year.

Whether it's team-building volunteer days, cause-marketing opportunities, or community-wide campaigns - we're here to dream big with you. Together, we create memorable experiences that activate your employees, strengthen your brand, and make a tangible difference in the Triangle.

**Let's spark the next wave of good!**





# ANNUAL BUSINESS PARTNERSHIP

## WHAT'S INCLUDED:

- **Event Sponsorship:** Claim sponsorship for our signature days and weeks of service, or other special events.
- **Program Sponsorship:** Make a direct impact through programs like The eLOVEate Schools Project, or by supporting the next generation of changemakers in our Youth Programs.
- **Annual Service Calendars:** Let our team assist you in coordinating regular service opportunities. Receive curated group volunteer opportunities to engage employees on a frequency of your choosing. All you have to do is show up!
- **Team-Building Volunteer Projects:** Work with us to design custom team-building volunteer experiences at your office, conference venue, or out in the community.
- **Membership to Triangle Businesses for Good:** Join a network of like-minded businesses dedicated to making a difference.

## Let's Dream Big Together

Together, we can create memorable experiences that activate your employees, strengthen your brand, and make a tangible difference in the Triangle. We're here to dream big with you and to make planning simple.

**Are you ready to transform community engagement in 2026? Let's get started.  
Contact us today to learn more about how we can partner together for good.**

# CASE STUDY

Fidelity Investments' commitment to corporate social responsibility aligns perfectly with Activate Good's mission to build stronger communities. By partnering with us for more than 10 years, Fidelity Investments 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.

*"Our work with Activate Good helps Fidelity associates turn their passion into meaningful action. Through Activate Good's leadership and creativity, we've offered volunteer opportunities that foster connection and purpose—including school transformation projects and initiatives addressing pressing needs in the Greater Triangle's most under-resourced communities. For more than a decade, this collaboration has shown what's possible when we work together to make lasting impact, and we're grateful for this relationship that helps strengthen the communities we serve."*



**Jade Smith  
Sr. Manager**

*Regional Community Relations at Fidelity Investments*



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.**

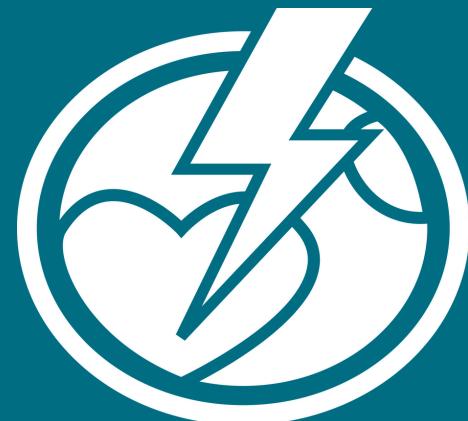
# MORE WAYS TO GIVE

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

# LET'S DREAM BIG

Contact our team to start  
your sponsorship today!

[info@ActivateGood.org](mailto:info@ActivateGood.org)



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