

# 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.



## 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**

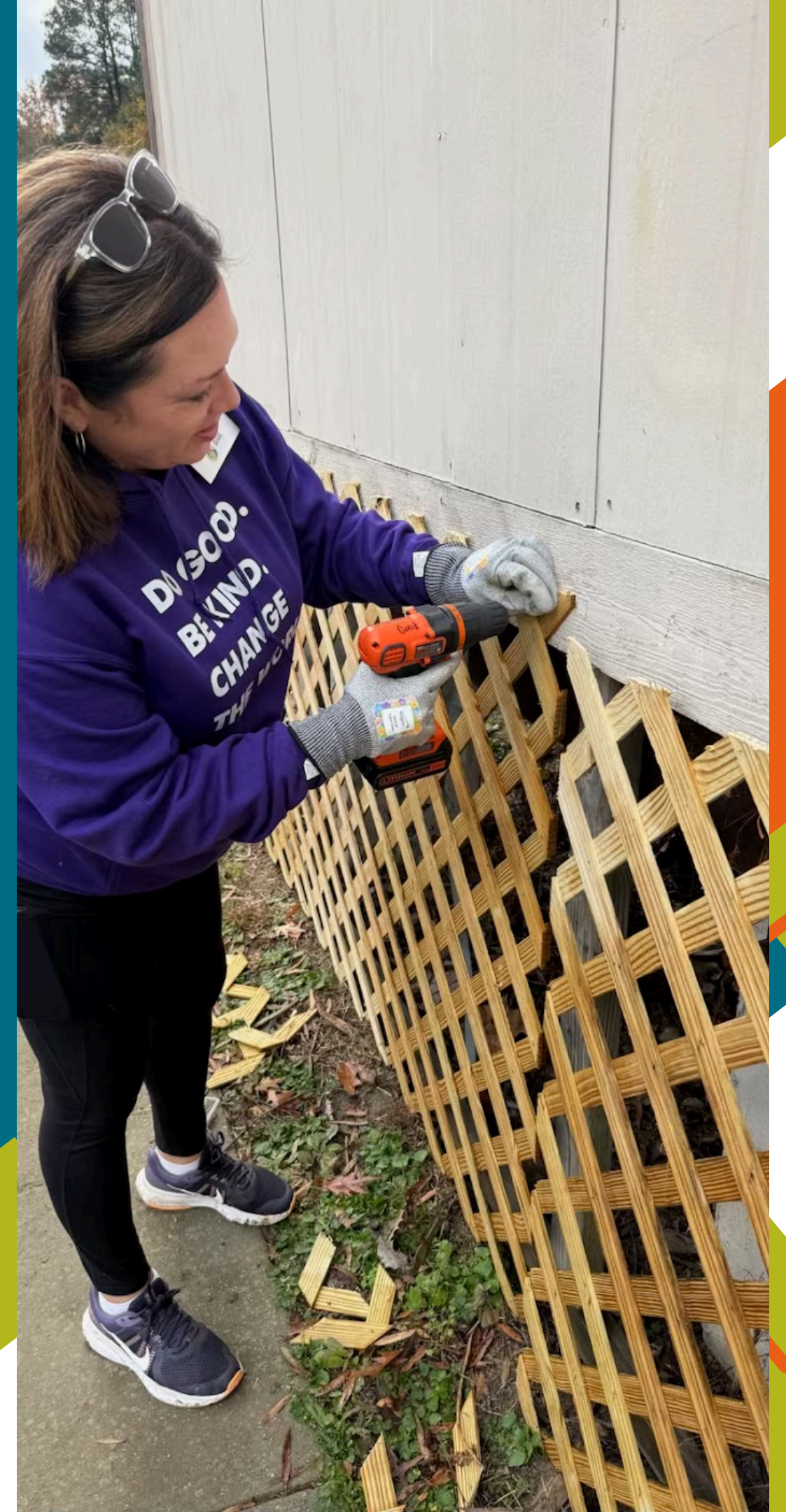
Maximize your contributions with potential tax deductions for business expenses through nonprofit sponsorships.



# SUPPORT OUR OPERATIONS



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## INVEST IN WHAT MAKES IMPACTS POSSIBLE

*Give to our operations and overhead.*

Behind every life-changing program is a strong foundation—strategic leadership, skilled staff, reliable technology, and the essential systems that keep our work running. When you support our operations and overhead, you're not funding “extras.” You're powering the engine that delivers real, measurable impact every single day.

Nonprofits need operational investment to maintain day-to-day compliance and operations, ranging from insurance to facilities to key staff.

Your investment ensures we can plan boldly, respond quickly, and serve our community with excellence. Together, we can build an organization that is not only effective today, but resilient for the future.







# OPERATIONAL SPONSORSHIP OPPORTUNITIES

<p><b>\$5,000</b> <b>Mission Supporter</b></p>	<p>Strengthen the Backbone of Our Work: Mission Supporters provide flexible funding that allows us to meet emerging needs and maintain essential operations.</p>	<ul style="list-style-type: none"> <li>• Premier logo placement in annual report and on website</li> <li>• Recognition on social media - Facebook, Instagram, and LinkedIn</li> </ul>
<p><b>\$10,000</b> <b>Operations Advocate</b></p>	<p>Support Day-to-Day Excellence: Operations Advocates contribute to the daily resources that keep our team effective and our services consistent.</p>	<p>All above perks plus:</p> <ul style="list-style-type: none"> <li>• One-year Triangle Businesses for Good membership</li> </ul>
<p><b>\$15,000</b> <b>Sustainability Sponsor</b></p>	<p>Ensure Stability &amp; Reliability: Sustainability Sponsors help maintain reliable operations—from finance and compliance to communications and data systems.</p>	<p>All above perks plus:</p> <ul style="list-style-type: none"> <li>• Highlight in our general newsletter</li> </ul>
<p><b>\$25,000</b> <b>Capacity Builder</b></p>	<p>Fuel the Systems That Drive Impact: Capacity Builders support the essential tools, technology, and staff expertise that keep our programs thriving.</p>	<p>All above perks plus:</p> <ul style="list-style-type: none"> <li>• Blog and video about partnership</li> </ul>
<p><b>\$50,000</b> <b>Foundational Partner</b></p>	<p>Power Organizational Strength: Foundation Partners invest at the highest level to ensure our infrastructure is strong, sustainable, and equipped for long-term impact.</p>	<p>All above perks plus:</p> <ul style="list-style-type: none"> <li>• Featured recognition at flagship events</li> <li>• VIP Seating at TBG Summit - 6 tickets</li> <li>• Speaking opportunity at event of choice</li> </ul>



# 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 Employee 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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