2027 SPONSOR OPPORTUNITIES



ACTIVATE GOOD

people-powered projects for good

WHY ACTIVATE GOOD?

Activate Good is the best resource for local volunteerism. As a nonprofit, we collaborate with other missions to identify community needs, build collective capacity by mobilizing people to take action, and educate our network about real 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







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, 18,800 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.

OUR MISSION



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SPONSOR OUR MISSION

GIVE TOGETHER FOR GOOD

Foundation Friend $20,000+	• **Logo** on our Annual Report, and a **logo with a link** on our Donate page for 12 consecutive months. • One (1) exclusive **social media** gratitude post. • **Early access** to volunteer registrations for up to two (2) days/weeks of service. • One (1) **complimentary year** for your Triangle Businesses for Good (TBG) Membership and an **acknowledgment in our members-only TBG Newsletter**.
Mission Driver $30,000+	The above, plus: • **One (1) themed* testimonial sponsor video** for our YouTube, promotional blog, and an additional social media post. *(*Why do you support Activate Good? Why is _____ so important?)* • Opportunity to **table at** our Triangle Businesses for Good **Summit** and 9/11 Day of Service **Commemoration events.**
Sustaining Sponsor $40,000+	The above, plus: • **Upgrade your logo placement** to the footer of ActivateGood.org (instead of our Donate page from Tier 1 above). • **Eight (8) VIP tickets** to our Triangle Businesses for Good Summit. • Access to **one (1) facilitated Team Building reservation for up to 20 employees** at an eLOVEate Schools project, with one (1) post-project company **highlight** on our social media.
Capacity Builder $50,000+	**The above, plus: Become a "Presenting Partner" of our Good Hub on ActivateGood.org!** We'll promote your support to our volunteers and Community Partners on both respective web pages ("Presented in part thanks to special support from our Partner, [Your Company Name Here]!"), and collaborate on a Press Release with you. Your logo in our Annual Report will get an upgrade for an elevated showcase paired with a testimonial.

MAKE IMPACT POSSIBLE

Support necessary general operating expenses and capacity building investments.

Behind every life-changing program is a strong foundation: Essential systems with strategic leadership, skilled staff, and reliable technology.

Nonprofits need discretionary funds to build and enforce infrastructure necessary for mission continuity and compliance, ranging from insurance and costly audits to development of key staff.

Your investment ensures we can plan boldly, respond quickly, and serve our community with excellence. Building *our capacity* builds the capacity of *our entire Community Partner network*.

So when you support our mission with discretionary funding of **any amount**, you're not supporting frivolous "extras." You're powering the engine that delivers real, measurable impact every single day.

*Today, we can build an organization that is resilient for a stronger future - **together**.*







CORE PROGRAMS



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GIVE TOGETHER FOR GOOD

SPONSOR A CORE PROGRAM

$5,000	• **Logo** on the program page for **12 consecutive months**, with one (1) exclusive **social media** post.
$10,000	The above, plus: • **Logo with a link** on our General Newsletter for 3 consecutive months (a 35K+ mailing list)."
$15,000	The above, plus: • One (1) **complimentary year** for your Triangle Businesses for Good (TBG) Membership and an **acknowledgment in our members-only TBG Newsletter**. • **Logo** on our Annual Report alongside the sponsored program's highlight.
$20,000+	The above, plus: • One (1) themed* testimonial **sponsor video** for our YouTube, promotional blog, and an additional social media post. (*Why do you support Activate Good? Why is _____ so important?)
$30,000+	The above, plus: • Opportunity to **table at** our 9/11 Day of Service **Commemoration event.** • **Early access** to volunteer registrations for up to two (2) days/weeks of service.
$40,000+	The above, plus: • **Eight (8) VIP tickets** to our Triangle Businesses for Good Summit. • Access to **one (1) facilitated Team Building reservation for up to 20 volunteers**, with one (1) post-project company **highlight** on our social media.
$50,000+	**The above, plus: Become a "Presenting Partner" of your sponsored Program!** We'll promote your support to the Triangle Community on the program web page ("Presented in part thanks to special support from our Partner, [Your Company Name Here]!"), and collaborate on a Press Release with you. Your logo in our Annual Report will get an upgrade for an elevated showcase paired with a testimonial.

ELOVEATE SCHOOLS

K-12 Teacher and Student Support

Activate Good's **eLOVEate Schools Project** has partnered with **22 Title 1 schools** since 2022. We average supporting six schools per cohort year to strengthen community support systems for schools and PTAs through volunteer projects, supply drives, and large transformational projects. **In 2026 we scaled this program from Wake County to also support schools in Durham and Johnston Counties.**

With your support in 2027, we aim to scale this program to even more schools in our Greater Triangle network. Your sponsorship support can boost our team's capacity to grow this impact program and ultimately serve more schools, students and staff.

Beyond sponsorship of this program, we also need funding for supplies and people power to get good done in schools that we serve. Plan a custom project with us to deepen your partnership with an eLOVEate School. Your team's people power can support special projects ranging from lounge makeovers and creating STEM labs or gardens, to helping beautify a campus to creating kits (STEM, literacy, healthy snacks, staff appreciation, student supplies, and more)!

We create turnkey engagements and inspiring experiences!









ACTIVATE KIDS

Inspiring the next generation of volunteers

Activate Kids programming is specially designed to provide meaningful opportunities for young children to learn the value of helping others. Kids develop compassion, teamwork, and a sense of responsibility through age-appropriate volunteer projects and activities. Serving as a unit, volunteers participate in a monthly project with a Character Trait Focus, a Learning Component, and a Hands-On Community Impact component! Our dual mission is to educate and mobilize kids and their families to make a difference in their local communities, but through helping nonprofits, community organizations, service organizations, fire stations, etc., with many of our projects.

12-Month Highlights

- Total Participants: 266
- Volunteer Hours Completed: 665
- Community Partners Impacted: 10

ACTIVATE KIDS

YVC OF THE GREATER TRIANGLE

Inspiring the next generation of volunteers

Activate Good's **Youth Volunteer Corps of the Greater Triangle (YVC)** is shaping the next generation of community leaders, and your corporation has the opportunity to play a pivotal role in this impactful program. YVC empowers youth ages 11-18 to tackle critical issues like food insecurity, mental health, and housing through monthly volunteer service projects, while also fostering leadership skills and civic engagement.

By sponsoring our youth programs, you will not only support hands-on community service but also invest in youth development, inspiring future leaders to become compassionate, problem-solving citizens. Together, we can create a lasting impact on both the community and the youth who will carry it forward.

12-Month Highlights

- Total Participants: 127
- Volunteer Hours Completed: 898
- Community Partners Impacted: 21

YOUTH VOLUNTEER CORPS GREATER TRIANGLE



DAYS & WEEKS OF SERVICE



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SPONSOR A DAY OR WEEK OF SERVICE

$500	**Logo** on the event web page; 1 **social media** acknowledgment*; and **early access** to sign up your volunteers. **Acknowledgments may not be exclusive to you.*
$1,000	The above, plus: 1 **exclusive** social media gratitude post (pre- or post-event).
$2,500	The above, plus: Logo with a link on 1 promotional event **email (a 40K+ general mailing list).**
$5,000	The above, plus: Logo with a link on our post-event impact **email (a 35K+ general mailing list).**
$10,000	The above, plus: One (1) themed* testimonial **sponsor video** for our promotional blog (non-exclusive), which will be a highlight on social media and newsletters. (*Why do you support Activate Good and the mission of the event?)
$15,000	The above, plus: One (1) **complimentary year** for your Triangle Businesses for Good (TBG) Membership, a $500 value - and a **sponsor acknowledgment in our members-only TBG Newsletter.**
$20,000	The above, plus: Access to one (1) **Team Building reservation for up to 20 employees** at one of our promoted projects (non-exclusive and public), with **one (1) post-project company highlight** on our social media.
$30,000	**The above, plus: Become a "Presenting Partner"!** We'll promote your support as a subline ("Presented in part thanks to special support from our Partner, [Your Company Name Here]!"), and collaborate on our Press Release with you. Your logo will also be featured alongside event impacts and your testimonial in our Annual Report.

DIGNITY WEEK

January 17-23, 2027

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.

2026 Highlights

- Total Participants: 591
- Volunteer Hours Completed: 1,4778
- Community Partners Impacted: 15







NATIONAL VOLUNTEER WEEK

April 18-24, 2027

Be part of a national celebration of volunteering! Partnership 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.

2026 Highlights

- Total Participants: 1,262
- Volunteer Hours Completed: 3,155
- Community Partners Impacted: 15



EARTH DAY

April 22, 2027

Sponsor Earth Day and environment-focused volunteer effots through Activate Good. Your company's support will directly fund impactful activities like litter pick-up, tree planting, trail clean-ups, and building community gardens, all while helping educate and engage volunteers in environmental stewardship.

As a sponsor, get early access to volunteer spots for your team to serve together, offering a hands-on opportunity to make a difference while reinforcing your brand's commitment to sustainability and community. Partner with us to protect the environment and inspire your team this Earth Day!

2026 Highlights

- Total Participants: 474
- Volunteer Hours Completed: 1,185
- Community Partners Impacted: 5



9/11 WEEKEND OF SERVICE & REMEMBERANCE EVENT

September 10-13, 2027

Each year, Activate Good honors September 11 by engaging hundreds of volunteers in service projects across the Triangle. In 2027, we invite your business to sponsor the 9/11 Weekend of Service and our large-scale Remembrance Event occuring on 9/10 as we kick off a weekend of projects, where volunteers come together to learn, serve, and reflect as we honor those lost and affected by 9/11.

Activate Good is a part of the 9/11 Day nationwide coalition, which has a shared goal of making this the largest service day in our nation's history.

Your partnership will support our signature 9/11 Remembrance Event and dozens of community projects occuring 9/10-9/12, showcasing your commitment to honoring the past and building a stronger future for the Triangle.

2026 Highlights

- Total Participants: 820
- Volunteer Hours Completed: 2,050
- Community Partners Impacted: 50



HUNGER & HOMELESSNESS AWARENESS WEEK

November 13-21, 2027

No one should have to worry about whether they will have a roof over their head or food to eat. Sadly, the reality is that hunger and homelessness are widespread problems that affect far too many people. Hunger and Homelessness Awareness Week is a nationwide movement to bring awareness to and action around hunger & homelessness in our communities.

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.

Highlights to Date

- Total Participants: 992
- Volunteer Hours Completed: 2,480
- Community Partners Impacted: 11







FAMILY VOLUNTEER DAY

November 20, 2027

Held annually on the Saturday before Thanksgiving, Family Volunteer Day inspires families across the Triangle to connect with community causes. This event brings together adults and children to serve, learn, and grow together, fostering empathy, understanding, and a deeper connection to those around them.

By supporting this event, your company will play a vital role in encouraging ongoing community involvement, as families leave with the knowledge, resources, and desire to continue making a difference.

2026 Highlights

- Total Participants: 502
- Volunteer Hours Completed: 753
- Community Partners Impacted: 12







SPECIAL EVENTS



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GIVE TOGETHER FOR GOOD

SPONSOR A SPECIAL EVENT

$500	**Logo** on the event web page; 1 **social media** acknowledgment*; and **early access** to ticket sales for your employees. **Acknowledgments may not be exclusive to you.*
$1,000	The above, plus: 1 **exclusive** social media gratitude post (pre- or post-event).
$2,500	The above, plus: **Discount code for reduced-price tickets**, and logo with a link on 1 promotional event **email (a 40K+ general mailing list).**
$5,000	The above, plus: **Two (2) free tickets**, and logo with a link on our post-event gratitude **email (a 35K+ general mailing list).**
$10,000	The above, plus: **Two additional free tickets (4 total)**, and the opportunity to table the event.
$15,000	The above, plus: **Two additional free tickets (6 total),** and one (1) **complimentary year** for your Triangle Businesses for Good (TBG) Membership, a $500 value - and a **sponsor acknowledgment in our members-only TBG Newsletter.**
$20,000	The above, plus: **Upgrade to VIP tickets** (8; may be front row or table, based on event venue)**,** and take advantage of the opportunity to participate in an **event panel or or speaking opportunity**.
$30,000	**The above, plus: Become a "Presenting Partner"!** We'll promote your support as a subline ("Presented in part thanks to special support from our Partner, [Your Company Name Here]!"), and collaborate on our Press Release with you. Your support will also be highlighted in our Annual Report with a testimonial. At the event, help us make the day flow: Co-Present with our Executive Director.

2027 TBG SUMMIT

May 2027 - Date TBA

The Triangle Businesses for Good (TBG) Summit is one of the area's largest events that unites visionary business leaders, CSR champions, cause marketers, and B Corps to drive meaningful impact in our community. As a sponsor, you'll position your brand alongside a movement dedicated to shaping the future of business as a force for good.

With opportunities to network, share your story, and engage with peers, sponsorship of the TBG Summit is your chance to showcase your leadership in Corporate Social Responsibility and inspire others to join you in making a difference. Don't just be part of the conversation - lead it.

2026 Highlights

- Total Participants: 94
- Total Presenters: 12







GIG FOR GOOD
FEATURING THE SPARK AWARDS

November 2027 - Date TBA

Join us as we rock out for good and celebrate changemakers in the Triangle at Activate Good's third annual Gig for Good featuring the Spark Awards celebration! It will be a fun occasion to reflect on impact and inspire the next chapter of service and community building.

Appreciate and celebrate volunteers who go the extra mile. Showcase your commitment to a stronger Triangle community. Together, let's spark the next wave of good and change our community for the better.







NETWORK FOR GOOD



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COMMUNITY PARTNER MEET & GREETS + WORKSHOPS

$1,500-5,000
Date to be selected by you!

Activate Good strives to bring its nonprofit and school partners together to network, share needs, ideas and resources and ultimatley build relationships and discover new opportunities for collaboration and collective impact. We regularly survey our network and bring them workshops on topics that they are seeking, such as AI and volunteer management best practices. We also host Meet & Greets with facilitated conversations which we have seen lead to long lasting connections and collaborations.

Sponsors help us create welcoming, meaningful experiences at such events by joining in the conversations, and covering venue costs, food and refreshments, appreciation gifts, networking materials, and other event needs.

Our partners continually ask us for more events like this, and your investment can help to make it possible for local organizations doing good work to connect with one another, strengthen their networks, and build the relationships that ultimately lead to more resources and greater impact across our community. We hope to offer more in 2027!

2026 Highlights:

- Meet & Greets and Workshops Hosted: 4
- Community Partners in Attendance: Coinnected: 115
- Organizations Represented: 89







HELPY HOURS -OR- TBG GATHERINGS

$1,500-$5,000

Date to be selected by you!

Your sponsorship of a Helpy Hour Event or a TBG Gathering will not only enable an impactful service project to take place, but also offer a networking opportunity for purpose-driven businesses and solopreneurs to gather and do good!

Helpy Hours and TBG Gatherings are customizable:

- You can choose to sponsor the Helpy Hour or TBG Gathering in your space, or let Activate Good choose the space.
- You can choose to kick off this event with a workshop or training on a topic that you have the skills to share with our attendees.
- You can offer light bites and beverages

Example:
In 2026, Activate Good hosted “Wrappy Hours” in collaboration with the Diaper Bank of North Carolina at our warehouse. We opened the volunteer spots to the public, but we also recruited helpers from our Triangle Businesses for Good program. This created an excellent time for learning, serving, making connections, and impact!







ANNUAL PARTNERSHIPS



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ANNUAL BUSINESS PARTNERSHIPS WITH ACTIVATE GOOD







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.

ANNUAL BUSINESS PARTNERSHIPS

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 - **together!***







GIVE TOGETHER FOR GOOD

ANNUAL BUSINESS PARTNERSHIPS

A BUNDLE OF POSSIBILITY!

- **Mix n' Match Your Sponsorship:** Claim sponsorship for our array of options - signature days and weeks of service, special events, core programs, or our mission. Whether you want to commemorate a day, provide direct impact through programs like The eLOVEate Schools Project, or to support the next generation of changemakers in our Youth Programs - there's something for everyone.
- **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.

We can partner for 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.

Ready to transform community engagement in 2027? Let's 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 13 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







ACTIVATE GOOD

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.

LET'S DREAM BIG

Contact our team to start your sponsorship today!



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