



TRIANGLE COMMUNITY FOUNDATION

2018 WHAT MATTERS SPONSORSHIP GUIDE



What Matters

What Matters is the Foundation's annual community luncheon that gathers people from all sectors in our Triangle region to learn about and address key community issues. What Matters attracts more than 500 leaders who are dedicated to making our community great for everyone.

The day begins with dynamic morning workshops topically chosen that relate to the year's theme. These 'opening sessions' are led by community experts and Foundation partners, and provide an opportunity for additional dialogue and education.

Each year, the Foundation brings an engaging keynote speaker to What Matters, to speak about the topic in ways relevant to our community, offer insight on solutions to key challenges, and inspire action going forward.

During the luncheon the Foundation presents two philanthropic awards focused on the game-changing work of two deserving community members. The Legacy Award recognizes individuals who have supported our community by providing vital service to the Foundation, while the Catalyst Award recognizes engaged, visionary donors whose dedication has made – or is making – a significant impact in our community.

Event proceeds support the Foundation's Fund for the Triangle, which provides funding for Our Focus in the arts, community development, environmental conservation, and youth literacy.



What Matters: Women

SAVE THE DATE | RALEIGH CONVENTION CENTER | TUESDAY, APRIL 24, 2018 | 11:30 AM

In 2018, What Matters will focus on Women. On average, 15% of people in the Triangle are living at or below the federal poverty line. That number is higher for women, and the gaps are even wider for women of color and single parents. Women continue to be disproportionately affected as it relates to health, housing, employment, and education, but when they are empowered and have access to the resources they need, women thrive against all odds. And that impacts the entire community – our kids, our economy, and our wellbeing. What can we do to create a region of opportunity for all women? We need everyone at the table to work together to imagine the possibilities, so that we can ensure everyone thrives.

For the last few years, the Foundation has chosen to focus What Matters under the umbrella of "A Region of Opportunity." Ensuring that everyone can thrive, in 2017 the event looked deeper at Our Kids - who they are, what challenges and successes are they having in our community, and what can we do to ensure they have access to opportunity. This year's theme of Women will explore gender inequality specifically as it relates to health, housing, education, and employment. It will also raise up the overwhelming success of women philanthropists - when women give, they give more, do more, and have a greater impact for change.

2017 WHAT MATTERS: WOMEN KEYNOTE SPEAKER



Johnnetta Betsch Cole is a Principal Consultant with Cook Ross, Inc., a consulting firm that provides solutions to organizations in the areas of diversity, inclusion, cultural competency, leadership development and organizational change management. Before assuming her current position, she served for eight years as the Director of the Smithsonian National Museum of African Art.

Dr. Cole received a Ph.D. in anthropology with a specialization in African Studies from Northwestern University. After holding teaching and administrative positions in anthropology, women's studies and African American studies at several colleges and universities, she served as the president of both of the historically Black colleges for women in the United States - Spelman College and Bennett College - a distinction she alone holds. She has authored or edited several books and numerous articles for scholarly and general audiences.

SPONSORSHIP LEVELS & BENEFITS

Triangle Community Foundation is a key civic leader in the region, working with many partners in our community. We are especially grateful for strong relationships with the region's most prominent business and foundation leaders who prioritize the needs in Chatham, Durham, Orange, and Wake Counties. We know that you are uniquely invested in the challenges facing the Triangle, and because of that commitment to the region, we encourage you to consider becoming a sponsor of What Matters.

	Level	Tickets	Promotional		Visibility at the Event		
			Invitation	Digital Strategies	Stage Recognition	Event Program	Signage
PRESENTING SPONSOR (limit 1)	\$15,000	2 VIP tables (20 guests)	Logo	Logo on website, in social media, on event promo	Speaking opportunity, company featured in program or remarks	Company logo and full-page ad	Company logo and opportunity to distribute materials
PHILANTHROPY AWARDS (limit 2)	\$5,000	1 VIP table (10 guests)	Logo	Logo on website, in social media, on event promo	Speaking opportunity, company featured in program or remarks	Company logo and half-page ad	Company logo and opportunity to distribute materials
OPENING SESSIONS (limit 3)	\$2,500	1 VIP table (10 guests)		Logo on website, in social media, on event promo	Recognition in opening session and program remarks	Company logo, and quarter-page ad	Company logo and opportunity to distribute materials
COMMUNITY BUILDER (no limit)	\$1,500	1 VIP table (10 guests)		Listing on website		Listing	Listing
COMMUNITY SUPPORTER (no limit)	\$750	1 reserved table (10 guests)					Listing

We are also pleased to offer the following year-round benefits for sponsor levels \$1,500 and up with recognition in the Foundation's Annual Report, recognition online at trianglecf.org, and invitations to exclusive gatherings that provide information and insight into issues facing our region. For more information about becoming a sponsor, please contact Jessica Aylor, Vice President of Community Engagement, by phone at 919. 474. 8370 x 4022, or by email at jessica@trianglecf.org.



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Triangle Community Foundation inspires and mobilizes giving, leadership, and action. By working together with donors and nonprofits to address critical community needs, we envision a vibrant triangle that ensures everyone thrives.