



TRIANGLE COMMUNITY FOUNDATION

2019 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 typically 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, Triangle Community Foundation brings engaging keynote speakers 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 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: A Thriving Community

May 1, 2019 | Raleigh Convention Center | Opening Sessions 10 a.m. | Lunch Program 12 noon

Can you imagine what this region would look like if everyone were thriving? We believe that everyone should be able to thrive, but inequitable barriers and other factors like a growing poverty rate, opportunity gaps in education, and more, stand in the way for many in our community. Even as the Triangle continues to top “best of” lists, not all people are able to grow, move forward, or flourish. How can we work together to tackle the root causes of these issues and make real change for our region? Join us for What Matters: A Thriving Community, as we discuss and explore what’s possible from other communities engaged in this meaningful work.

What Matters Through the Years

For the last few years, the Foundation has chosen to focus What Matters under the umbrella of "A Region of Opportunity."



What Matters: Women

In 2018, the event looked deeper at issues affecting women & girls - what challenges and successes are they having in our community, what inequities and barriers they face.

Keynote Speaker: Dr. Johnnetta Cole



What Matters: Our Kids

In 2017, the event focused on the region's children as we looked at data around youth literacy, barriers to success, and what our local nonprofits are doing to help.

Keynote Speaker: Sonia Manzano



What Matters: A Region of Opportunity

In 2016, the event dug into data from our growing and changing population, and we offered insight into opportunity gaps.

Keynote Speaker: Dr. Tony Iton

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)	\$20,000	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 1)	\$10,000	1 VIP table (10 guests) + 5 tickets	Logo	Logo on website, in social media, on event promo	Company mentioned in program or remarks	Company logo and half-page ad	Company logo and opportunity to distribute materials
OPENING SESSIONS (limit 4)	\$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)	\$2,000	1 VIP table (10 guests)		Listing on website		Listing	Listing
COMMUNITY SUPPORTER (no limit)	\$1,000	1 reserved table (10 guests)					Listing

For questions about becoming a sponsor, please contact Treat Harvey, Senior Donor Engagement Officer, by email at treat@trianglecf.org or by phone at 919.328.4007.



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Triangle Community Foundation is building a brighter future for everyone in the Triangle. By working with dedicated donors and strong nonprofits, we're able to guide gifts in a strategic way to fill in gaps, reduce inequities, and solve the region's most pressing challenges. **Won't you join us?**