



WHAT MATTERS



TRIANGLE
COMMUNITY
FOUNDATION

HOUSING AFFORDABILITY

June 3, 2026 | 10:30am-2:00pm | Raleigh Convention Center

2026 SPONSORSHIP GUIDE

ABOUT THE EVENT



What Matters is the Triangle's largest philanthropic event of its kind. Triangle Community Foundation's signature gathering, now in its 10th iteration, brings together people from all sectors in our region to celebrate community philanthropy, learn what it can take for everyone to thrive, and find commonality in our work. *What Matters* attracts more than 500 leaders dedicated to using their time, talent, and treasure to make our community a better place.

Over the years, the event has brought engaging keynote speakers, panelists, and local leaders to the *What Matters* stage, speaking on topics relevant to our community, offering insight on solutions to key challenges, and inspiring action. In 2026, our focus is on Housing Affordability, building on successful cross-sector convening activities in spring of 2025. We anticipate having a unique mix of corporate, civic, philanthropic, academic, religious, and nonprofit leaders from across Chatham, Durham, Orange, and Wake counties. We hope participants learn something new, make meaningful connections, and feel inspired to think regionally and act locally.

SPONSORSHIP LEVELS

Presenting Sponsor - \$30,000 (1)

- 2 VIP Tables (20 guests)
- Speaking opportunity during program
- Recognition as Presenting Sponsor for the event including:
 - a full page advertisement in the event program
 - logo on event invitation and all day-of event signage
 - logo on the Foundation's website and social media platforms
- Opportunity to distribute company materials at the event
- Featured story in pre-event newsletter and social media posts
- Opportunity for Triangle Community Foundation's Housing Matters learning session to be presented to company employees pre- or post- event
- Strategy session with the Foundation's Philanthropic Engagement staff to discuss philanthropic impact in the Triangle area

Changemaker Sponsor - \$15,000 (3)

- 1 VIP Table (10 guests) + 5 tickets
- Recognition for the event including:
 - a $\frac{3}{4}$ page advertisement in the event program
 - acknowledgement during event
 - logo on the Foundation's website and day-of event signage
- Opportunity to distribute company materials at the event
- Opportunity for site visit with a housing nonprofit

SPONSORSHIP LEVELS

(CONTINUED)



For questions about becoming a sponsor, contact:
Stuart Beeson, Development Officer
Email: stuart@trianglecf.org
Phone: (919) 328-4023

- 1 VIP Table (10 guests)
- Recognition for the event including:
 - a ½ page advertisement in the event program
 - acknowledgement in session materials
 - logo on the Foundation's website and day-of event signage
- Opportunity to distribute company materials at the event

Advocate Sponsor

\$7,500
(4)

- 1 reserved table (10 guests)
- Recognition for the event including:
 - a ¼ page advertisement in the event program
 - name listed in program and day-of event signage

Community Builder

\$3,000
(no limit)

- 5 tickets
- Name listed in program and day-of event signage

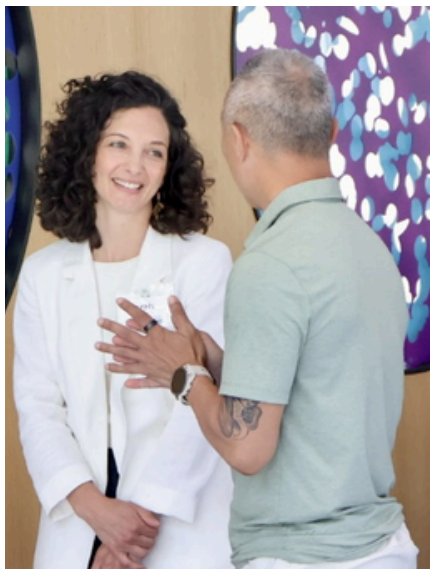
Foundation Friend

\$1,500
(no limit)

- 2 tickets
- Name listed in program and day-of event signage

Supporter

\$750
(no limit)



**TRIANGLE
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Triangle Community Foundation
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