



SPONSORSHIP KIT

Vol 11

CREATE GOOD



**25-26
MARCH
2026**

DURHAM, NC

INSPIRING SPEAKERS

NONPROFIT SKILL BUILDING

COMMIT FOR REAL CHANGE

2026 SPONSORSHIP OPPORTUNITIES

Over a DECADE of Celebrating Do-Gooders!



For the past 10 years, Create Good has been the BEST conference for nonprofit communicators in the country. This two-day conference will inspire attendees to try new ideas, complete current projects, and find like-minded, excellent professionals.

EVENT DETAILS

- **Date:** March 25 & 26 from 9 a.m. – 5 p.m. + half-day workshop on March 23
- **Location:** Durham Arts Council, Durham, NC
- **Goal Attendance:** 200 nonprofit communications professionals
- **Website:** CreateGoodConference.com

WHAT YOUR SPONSORSHIP MEANS

Your generous sponsorship will help bring top-tier nonprofit communications talent together to share their best practices and expand their knowledge. We have worked diligently to recruit the most insightful and relevant speakers for this year's conference.

We are seeking your support to offset the price of attendance and offer tickets at \$275 for Early Bird and \$375 for Regular Registration. With your sponsorship this year, we can keep it affordable for all nonprofit professionals. Each year, this event operates on a “zero profit” basis, and any additional funds generated will be used to make the next event even more exceptional.

WHY SPONSOR CREATE GOOD

As a Create Good sponsor, you can reach the specialized niche of the nonprofit communications professional. This group of decision-makers is key to approving all digital, CRM, and social media spending and vendors for their nonprofits.

By sponsoring Create Good, you can connect directly with these professionals and showcase your products and services to those who need them most. Our event is designed to bring together nonprofit communicators seeking innovative solutions to their unique challenges.

With your sponsorship, you can position yourself as a thought leader in the nonprofit community, demonstrating your expertise and knowledge to those actively seeking it. Don't miss out on this chance to make a lasting impression on this important audience. Sponsor Create Good today!

Our intimate capacity allows you to connect with the participants. It's not a giant sea of faceless people; it's a group of dedicated, passionate individuals ready to join and learn.

We would love to have your organization as a sponsor of this incredible event. Please let us know the best path forward to your sponsorship, and we will be happy to discuss our ideas with you.

SPONSORSHIP CONTACT: Dawn Crawford | dawn@bcdideas.com | 720-231-1930

SPECIAL SPONSORSHIP OPPORTUNITY

Bring Vu Le to Create Good — Sponsor the Keynote That Will Spark Humor, Hope, and Fresh Creativity for Nonprofit Communicators

Create Good is known for bringing bold ideas, fresh inspiration, and practical tools to nonprofit communicators. This year, we want to go even bigger. We want to invite one of the most beloved and transformational voices in the nonprofit world to headline our conference. To make it happen, we're seeking a visionary **\$10,000 presenting sponsor**.

[Vu Le, author of *Nonprofit AF*, is an internationally recognized speaker who has delivered more than 200 keynotes that mix humor, candor, and deep insight about the realities of nonprofit life.](#) Vu's keynotes regularly receive rave reviews: "hilarious and deeply meaningful," "a ray of light for people doing hard work." He leaves audiences energized, validated, and ready to create bold, human-centered communications.



For Create Good, Vu will focus on a message our sector needs right now:

Restoring humor and hope in nonprofit work and using digital content creation to tell stories that connect, inspire, and build community.

Nonprofit communicators are tired. Overworked. Under-resourced. They are still expected to make magic every day. Vu's keynote will give them a moment to breathe, laugh, reflect, and walk away with creative strategies they can put to work right away. He'll unpack the shared challenges of our sector with honesty and humor, explore the role of storytelling and authenticity in digital communication, and offer a refreshing reminder that our work *is* meaningful, even when it's messy. And yes, baby animals will make an appearance.

Bringing Vu to Create Good will:

- Deliver a keynote that energizes and unites our community
- Draw new audiences, new registrations, and new excitement for the 2026 conference
- Provide powerful brand visibility for the sponsor who makes this experience possible

We're seeking one \$10,000 sponsor to bring Vu to Create Good.

This sponsorship includes:

- Presenting-level visibility across all keynote promotions, conference materials, and digital assets
- Exclusive recognition as the partner bringing humor, hope, and creative energy to the sector
- VIP opportunities for your team to engage with Vu and the Create Good community

If your organization wants to champion creativity, inspire changemakers, and support the people powering nonprofit storytelling every day, this is the perfect way to make an unforgettable impact. **Let's bring Vu Le to Create Good and spark the joy, creativity, and hope our sector deserves.**

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CONFERENCE SPONSORSHIP PACKAGES

	\$5,000 Gold Level	\$2,500 Silver Level	\$1,500 Bronze Level	In-Kind <i>QTY 200</i>	\$1,000 Happy Hour
Recognition					
Logo on Website	✓	✓	✓	✓	✓
Mentions on Social Media – <i>Combo of LinkedIn & Instagram</i>	10	5	5	3	5
Logo on Program	✓			✓	✓
Logo on Event Signage	✓	✓	✓		✓
Mentioned during Opening Remarks	✓	✓	✓	✓	Mention at Happy Hour
Presentation Slot in the Program	Included	<i>Add on \$1,000</i>	<i>Add on \$1,000</i>	N/A	Includes 15-min presentation
Tickets to the Event or Donated as a Scholarship	10	5	1	0	1
At the Conference					
Banner at the Conference – <i>Sponsor provided</i>	✓			✓	✓
Item in Registration Packet – <i>Sponsor provided</i>	✓	✓	✓	✓	✓
Display Table	✓	✓		✓	✓
Let Us Know What You Need to Make This Valuable to Your Organization	✓	✓	✓	✓	✓

SCHOLARSHIP OPPORTUNITIES – If you would like to transform your sponsorship into pre-paid tickets for nonprofit communicators who lack the financial resources to attend this event, please let us know. We can add additional "tickets" to your sponsorship at the Early Bird pricing.

WHAT PEOPLE SAY ABOUT CREATE GOOD

"I'm really happy that there is a conference dedicated to nonprofit marketing! While I enjoy broader marketing conferences, for-profit experts often can't speak to nonprofits' unique challenges."	"It was very empowering. It was so good to connect with other professionals in the sector from the field and share ideas and strategies."	"The conference was very intimate and directly related to our day-to-day challenges. Having previously attended APF ICON, I really enjoyed the smaller size and the small details that made the conference feel special, genuine, and less corporate."
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AUDIENCE PROFILE

Years of Experience & Responsibility

Our audience is the movers and shakers of the nonprofit community. 70% of our audience are early in their career, 0-5 years of experience. Even at this novice level, our attendees are decision-makers; 50% of our past attendees held a Director or Manager title.

Experience	% of Attending
0-2 years	28%
3-5 years	30%
6-10 years	22%
11-20 years	12%
21+ years	10%

Title	% of Attending
Director	28%
Specialist/Coordinator	24%
Manager	22%
Executive Director	6%

Daily Job

Nearly 3/4 of the Create Good audience spends most of their work time on communications for their nonprofit. There is always a strong group of Executive Directors who attend our conference to gain skills to bring back to their organization. The Create Good audience is diverse in its cause/mission focus, making it ideal for connecting with a wide range of sectors.

Focus at Work	% of Attending
Communications & Marketing	45%
Communications	20%
Communications & Development	8%
Executive Director	6%
Programs Management	4%
Development Only	2%
Administrative - Other Duties as Assigned	2%
Volunteer Management	2%

Cause/Mission	Mix
Human Services	15%
Civil Rights - Civil Liberties	13%
Health Care	13%
Early Childhood Education	10%
Education	10%
Housing - Consumer Protections	10%
Faith	8%
Environment - Energy	8%
Volunteer Center & Recruitment	3%