We invite you to partner with us for **Do Good Day**, St. Petersburg's premier nonprofit fair and one of the region's fastest growing civic initiatives.

Mayor Ken Welch and the **City of St. Petersburg** have officially proclaimed the last Saturday in March as *Do Good Day*, establishing the event as an annual, city-recognized platform for volunteer engagement and nonprofit visibility.

Do Good Day brings together **more than 65 locally operated nonprofit organizations** in a dynamic, career fair style format that allows residents to explore causes, discover volunteer opportunities, and connect directly with organizations driving real impact across Tampa Bay.

In its inaugural year, 38 nonprofit organizations participated, and every participating nonprofit reported securing quality volunteers as a direct result of the event. For 2026, 35 organizations are already confirmed through passive outreach alone, positioning us to exceed prior participation.

There is **no fee for nonprofits** to participate. Sponsor support ensures equitable access for grassroots and established organizations while strengthening the scale and visibility of this citywide platform.

Produced by the **Do Good and Shine Brightly Foundation, Inc**., **in partnership with our local nonprofit community**, Do Good Day offers businesses a high visibility opportunity to align with measurable community engagement and municipal recognition.

Event Details
Saturday, March 28, 2026
11 AM–2 PM
Ferg's Sports Bar & Grill – Downtown St. Petersburg, EDGE District

Located in the heart of the EDGE District, **Ferg'**s is a well-established and high-traffic local landmark known for championing community initiatives. In 2025, Ferg's was named the **#1 Local Sports Bar in the United States** by USA Today, elevating the national visibility and prestige of our host venue.

Radio St. Pete will broadcast live on-site, and additional television and pre-event media coverage is anticipated. As a member of the **St. Petersburg Chamber of Commerce**, Do Good Day will also benefit from Chamber amplification and business community engagement. Through coordinated amplification across participating nonprofit channels, sponsors benefit from multi-platform visibility within a trusted, mission-driven network exceeding 1.9 million combined followers.

In its first year, Do Good Day generated a combined social media reach of **1.4 million on Instagram** and **500,000 on Facebook**, not accounting for overlap. With increased nonprofit participation and expanded promotion, that reach is **expected to exceed** prior performance in 2026.

Do Good Day has received **three Best of the Bay nominations**, further reinforcing its recognition within the region.

Founder Meredith Pericles has been named an **Everyday Hero** by FOX 13 and recognized as a **Goal Getter by the Tampa Bay Lightning and AdventHealth**, underscoring the leadership and credibility behind the initiative.

What Sponsorship Delivers

By sponsoring Do Good Day, your organization aligns with **more than 65 locally operated nonprofit** organizations within a coordinated civic platform designed to generate measurable volunteer engagement and community visibility. Sponsors receive **multi-channel presence** across on-site signage and activation, dedicated and shared social media promotion, live broadcast coverage, and coordinated cross-promotion within a combined digital network exceeding 1.9 million followers. This participation is tied to a **Mayor-proclaimed annual initiative** with documented nonprofit outcomes.

Sponsorship Levels and Benefits

Sponsorship tiers are structured to create meaningful **impact before, during, and after the event** through activation opportunities, digital promotion, and media engagement. Each level balances brand presence, audience reach, and community leadership.

Legacy Do Gooders
Available exclusively to inaugural year sponsors. Please contact us for details.

Title Partner – $7,500 (Exclusive)
• Naming inclusion: “Do Good Day presented by [Sponsor]”
• Premier logo placement across all event signage and website
• Largest on-site activation space
• Speaking opportunity during event program
• Inclusion in allowable media outreach, recognition during live broadcast coverage, where appropriate.
• 6 dedicated social media posts
• Inclusion in all sponsor reels
• Dedicated post-event highlight reel

Diamond Partner – $3,500
• Prominent logo placement on major event signage and website
• On-site activation space
• Verbal acknowledgment during the event
• Inclusion in media outreach where appropriate
• 4 dedicated social media posts
• Inclusion in 2 shared sponsor reels
• Inclusion in 1 dedicated thank you/post-event reel
• Inclusion in 1 shared thank you social media post

Gold Partner – $1,500
• Logo on event signage and website
• Verbal acknowledgment
• Inclusion in media outreach where appropriate
• 3 dedicated social media posts
• Inclusion in 2 shared sponsor reels
• Inclusion in 1 shared thank you/post-event reel
• Inclusion in 1 shared thank you social media post

Silver Partner – $750
• Logo on event signage and website
• 2 dedicated social media posts
• Inclusion in 1 shared sponsor reel
• Inclusion in 1 shared thank you/post-event reel
• Inclusion in 1 shared thank you social media post

Bronze Partner – $300
• Logo on event signage and website
• 1 dedicated social media post
• Inclusion in 1 shared sponsor reel
• Inclusion in 1 shared thank you/post-event reel
• Inclusion in 1 shared thank you social media post

In-Kind and Prize Partners
• Recognition on website and sponsor board
• Inclusion in a post-event group thank-you post on social media

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If you do not see a level that aligns with your organization's priorities or capacity, we welcome the opportunity to **structure a customized partnership**. Our focus is building long-term relationships that strengthen the local nonprofit ecosystem while delivering tangible value to our partners.

Why Partnership Matters

Do Good Day brings together nonprofit leadership, municipal recognition, business engagement, and measurable volunteer outcomes in one coordinated civic platform. Sponsorship positions your organization at the center of that visibility and momentum.

Partner With Us

We are building this initiative to scale responsibly and sustainably. If your organization values measurable community engagement and visible civic leadership, we welcome the opportunity to structure a partnership aligned with your goals.

Sponsorship commitments may be submitted directly at www.DoGoodDay.com, or by contacting director@dogoodshinebrightly.org.

We look forward to working together to strengthen St. Petersburg's nonprofit ecosystem.

gratefully,

Meredith Pericles
Founder and Executive Director
Do Good and Shine Brightly Foundation, Inc.
Producer of Do Good Day

Do Good Day: Saturday, March 28, 2026 | 11 AM–2 PM, Ferg's Sports Bar & Grill | Downtown St. Petersburg

www.DoGoodDay.com
Instagram: https://www.instagram.com/DoGoodDayFL
Facebook: https://www.facebook.com/DoGoodDayFL