



# #SpotlightOnCLT

Presenting Partnership

Case Study

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## #SpotlightOnCLT

is SHARE Charlotte's monthly content series that shines a light on a different cause or issue each month.

Each edition gives us the opportunity to highlight the vital work our local nonprofit partners are doing within that focus area.

This series helps educate our community by breaking down the issue, showcasing who is doing what, and sharing meaningful ways to get involved—all through the lens of Charlotte's nonprofit sector.

With over 800+ nonprofit partners on sharecharlotte.org, our #SpotOnCLT monthly theme gives us the chance to dive deeper into each challenge and uplift the organizations the community can support and engage with.

### Overview #SpotlightOnCLT 2025 monthly themes:

- **January** - Health Equity, Presented by Hospitality House of Charlotte
- **February** - Financial Literacy, Presented by U.S. Bank
- **March** - Arts, Presented by Cain Center for the Arts
- **April** - Volunteerism & Do Good Week, Presented by Honeywell
- **May** - Mental Health, Presented by McLeod Centers for Wellbeing
- **June** - Food Equity, Presented by FeedNC
- **July** - Shop for Good, Presented by Duke Energy
- **August** - Black Philanthropy Month, Presented by Barre Belle
- **September** - First-Gen College Success, presented by Equitable Foundation
- **October** - Cancer Awareness, Presented by 24 Foundation
- **November** - #GivingTuesdayCLT, Presented by Lowes
- **December** - #GivingSeasonCLT and Nonprofit Holiday Giving Guide, Presented by Signature FD

The SHARE Charlotte audience is special and filled with community minded individuals who are looking for ways to learn about community issues and invest their time, talents and resources.

### The SHARE Charlotte Audience is full of budding philanthropists:

- **57K** in reach to community-minded individuals, these are people who want to Do Good in our community.
- **81%** are college educated
- **65%** have children
- **50%** make over \$150K a year
- **60%** are women, 40% men
- **Largest demographic:** 52% are youngish professional (25-44)

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Investing as a Presenting Partner for a monthly #SpotlightOnCLT theme lets us spotlight your organization for you—saving you time while expanding your reach.

## #SpotlightOnCLT Presenting Partnership Includes:

- Feature story about your organization written by our team
- Feature story in our Neighbors Newsletter and social media channels (57K in reach)
- Featured social media post (2)
- Media and Podcast opportunities

## Logo displayed on all #SpotlightOnCLT promotions which include:

- Rotating banner at sharecharlotte.org during the month (17K+ views monthly)
- 2-4 social posts highlighting #SpotlightOnCLT nonprofits

**Presenting Partnership = \$1500**

## Why become a Presenting Partner for #SpotlightOnCLT:

### • For Nonprofits:

- It's a powerful way to elevate your organization's visibility, connect with community-minded Charlotteans, and highlight the meaningful impact you're making.

### • For Companies:

- It offers a compelling opportunity to align your brand with a cause you genuinely care about and actively support.



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## #SpotlightOnCLT Case Study - Barre Belle

**Barre Belle** is on a mission to break down barriers and put the life-changing power of dance into the hands—and feet—of every child. They bring high-quality ballet, creative arts and yoga straight to afterschool programs, shelters, and community spaces, eliminating the obstacles of cost, attire, and transportation that keep too many kids from the arts.

They have been the presenting partner of the August #SpotlightOnCLT for the past two years to promote the amazing work they do during Black Philanthropy Month.

*"We have really enjoyed being the Presenting Partner for #SpotlightOnCLT during Black Philanthropy Month. We are a small team so having the extra marketing promotion about our organization during such an important month was valuable to us. SHARE Charlotte made it easy for us to promote our organization and engage new supporters for our nonprofit"*

- Juanita Pipkin, Barre Belle



## #SpotlightOnCLT Presenting Partnership Opportunities & Themes for 2026

### #SpotlightOnCLT Monthly Themes:

- **January** - Workforce Development
- **February** - Support for Senior Citizens
- **March** - Sustainability
- **April** - Volunteerism & Do Good Week
- **May** - Recreation & Fitness
- **June** - LGBTQ+
- **July** - Shop for Good
- **August** - Black Philanthropy Month
- **September** - Digital Literacy
- **October** - Hispanic Heritage
- **November** - #GivingTuesdayCLT
- **December** - #GivingSeasonCLT and Nonprofit Holiday Giving Guide

