

PARTNER WITH THE SIMPLE GOOD:

HUNT FOR GOOD 2026



11TH ANNUAL CHICAGO ART HUNT FUNDRAISER



THE SIMPLE
GOOD

ABOUT TSG:

The Simple Good (TSG) empowers young people across Chicago through SEL-driven arts education that builds emotional resilience, creativity, and community connection.

Our programs help students develop the tools to navigate challenges, express themselves authentically, and see the good in themselves and others. Through public events like Hunt for Good, we extend that impact beyond the classroom — inviting adults, companies, and communities to practice creativity and connection in real time.



Watch: Discovering
The Simple Good ▲



THE SIMPLE
GOOD



OUR IMPACT, AT A GLANCE:

- **4 in 5 students** recognize how their emotions and actions impact others
- **9 in 10** feel proud of their personal growth
- **98%** say their teaching artist helped them see the good in themselves
- **100%** of educators would recommend TSG for its impact on student well-being



Watch: Hunt for Good
2025 Recap

WHAT IS HUNT FOR GOOD?

Hunt for Good is a 3-hour, team-based urban art scavenger hunt that transforms Chicago into a playground for creativity, collaboration, and joy.

Teams navigate the city completing playful, art-based challenges designed to spark connection, curiosity, and positive public interactions. Along the way, participants document their experience — generating organic social content that extends the impact far beyond the event itself.

EVENT SNAPSHOT:

- **Attendees:** 150–200
- **Format:** Team-based scavenger hunt
- **Location Hub:** Willis Tower, downtown Chicago
- **Audience:** Corporate teams, creatives, young professionals



WHY ORGANIZATIONS LOVE HUNT FOR GOOD:

Hunt for Good blends employee engagement, brand visibility, and purpose-driven storytelling into a single, high-energy experience.

Unlike traditional sponsorships, organizations don't just put their logo on an event — they become part of the experience.

Each year, teams document their journey across Chicago, creating organic content that reflects genuine joy, collaboration, and connection — the kind of storytelling audiences trust.



WHAT SETS HUNT FOR GOOD APART:

- Highly shareable, social-first format
- Authentic brand alignment with creativity and well-being
- Built-in team participation for employees
- Citywide visibility in public spaces
- Feel-good energy that resonates long after the event



OPPORTUNITIES AT A GLANCE:

Hunt for Good offers flexible, creative sponsorship opportunities that meet organizations where they are — whether your goal is employee engagement, content creation, or community alignment.

Every sponsorship is designed collaboratively to ensure it feels authentic, fun, and aligned with your brand.

WHO WE'VE WORKED WITH ▶

OPPORTUNITIES INCLUDE:

- Co-branded creative challenges
- Branded touchpoints at key challenge stops
- Team entries for employee participation
- Inclusion in highlight videos and recap content
- Social media visibility through participant-generated content



WHAT YOUR SPONSORSHIP DOES

Organization Visibility & Activation Benefits	LEGACY \$15K	AMPLIFIER \$10K	AMBASSADOR \$7.5K	ADVOCATE \$5K
Complimentary Team Registration for Hunt for Good	2x	2x	1x	1x
Brand visibility to 20K+ engaged Chicagoans across digital and live event channels	✓	✓	✓	✓
Logo placement on event ticketing, on-site screens, and select promotional materials	✓	✓	✓	✓
On-stage verbal recognition by Founder & CEO, Priya Shah	✓	✓	✓	✓
Opportunity for a custom-designed on-site brand activation	✓	✓	✓	
Inclusion in partnership highlight content for the HFG promotional campaign	✓	✓		
Dedicated partnership spotlight email to TSG's 7,000+ email audience	✓			



CUSTOM ACTIVATIONS AT HUNT FOR GOOD:

We work closely with sponsors to design high-impact activations that integrate seamlessly into the Hunt for Good experience. Our goal is to create moments that feel playful, human, and memorable — not transactional.



WHAT SETS HUNT FOR GOOD APART:

- A branded creative prompt or challenge
- Team kits featuring your brand
- A signature checkpoint experience
- A “moment of joy” activation designed for social sharing
- Branded prizes or giveaways tied to creativity and wellness
- Direct interaction with 200+ enthusiastic, invested attendees from across Chicago



WHO YOU'LL REACH

Hunt for Good attracts a diverse, engaged audience that values creativity, connection, and social impact.

Audience snapshot:

- Corporate teams and professionals
- Creatives and culture-makers
- Young professionals
- Socially conscious consumers
- Community leaders and advocates

No matter who they are, our audience shares one thing in common: they care about how organizations show up and how they share experiences they believe in.



HFG 2025 BY THE NUMBERS:

132	Hunters
192	Attendees
635	Challenges completed
100	Works of art discovered
7	Contributing artists
9	Chicago Neighborhoods explored
13	Local businesses on Map
\$38,430	Raised

Hunt for Good attendees came to Hunt for Good from places including:

Chicago
Miami
New York
Iowa
Naperville
South Africa



YOUR BRAND, AMPLIFIED:

Hunt for Good creates multiple touchpoints for authentic visibility — both live and digital. TSG brand exposure is human, joyful, and earned.



Sponsored Entertainment



Interactive Brand Activations



Main Stage Recognition



Logo placement across digital + print



Product Placement Display



Product Giveaways



HOW WE PARTNER:

Every Hunt for Good partnership is built through a collaborative, streamlined process designed to make participation easy and impactful. **Here's our approach:**

1. **Discovery** – Align on goals, audience, and priorities
2. **Co-Design** – Build a sponsorship experience that fits your brand
3. **Activation** – Bring it to life at Hunt for Good
4. **Impact Reporting** – Share highlights, reach, and engagement

Every step of the way, we work with you to build a partnership that drives your organization forward while amplifying purpose, connection, and community impact.



PAST HUNT FOR GOOD SPONSORS

WHAT WE DO ▶

EVENT PARTNERS



IN-KIND SPONSORS



WHERE WE'VE BEEN FEATURED



TheSimpleGood.org

FROM A SPONSOR:

“ The Simple Good's values, enrichment and dedication to the youth of Chicago is passionate and truly admirable. Partnering with them for HFG really shows the community what we're about and adds merit to our messaging and brand. ”

- Rich Bloomfield
Founder & CEO
Funkytown Brewery



LET'S GET STARTED

Join us in creating a joyful, creative, citywide experience that brings teams together and spreads good across Chicago.

CONTACT:

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