



## 2011 Strategic Sourcing Marketing Prospectus

***For more information:***  
Contact the strategic  
sourcing team at  
[marketplace@goodwill.org](mailto:marketplace@goodwill.org)

### Overview

Goodwill Industries International is a network of 165 independent, community-based organizations in the United States and Canada operating more than 2,400 retail stores. In 2009, those Goodwill® agencies (also known as members) spent nearly \$2 billion on products ranging from hangers and cleaning supplies to cellular service and truck rentals. Partnering with Goodwill Industries® makes great business sense, and helps advance [our mission](#) of improving the lives of people in your community. In 2009, Goodwill collectively provided employment, job training, work placement services and other community services to 1.9 million people in the United States and Canada. Only Goodwill unites caring and enterprise to empower people to build communities that work.

When you work with Goodwill to increase your business, you form a bond with an iconic brand that has been a mainstay in the United States for more than a century. Goodwill is the second largest nonprofit organization in the United States (according to [Forbes.com](http://Forbes.com)) and one of the nation's top five most valuable and recognized nonprofit brands (according to [Cone LLC](#)). In 2009, [The Chronicle of Philanthropy](#) ranked Goodwill 17th out of 400 companies that raise the most money from private sources over the last year. In addition, [Philanthropedia](#) named Goodwill a Top-10 workforce development nonprofit. Aligning with such a powerful brand and household name allows your organization to expand its sales revenue and reach audiences it may otherwise leave untapped.

Selling to Goodwill members is all about access. That is why Goodwill Industries International has developed a program that allows your organization to gain exposure to the decision makers across the Goodwill enterprise:

- ✓ [Become a sponsor](#) to obtain exclusive access to Goodwill decision makers and advance your brand.
- ✓ [Become a purchasing partner](#) to gain sales, marketing and promotional support.
- ✓ [Become a vendor](#) to target a profitable audience and establish a presence on Goodwill's online vendor directory, the Member Marketplace.
- ✓ [Become a tradeshow exhibitor](#) to gather new leads, build relationships with prospective customers and cultivate current customers.

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*Goodwill Industries International (GII) markets sponsorship, partnership, vendor and tradeshow opportunities to organizations that have goods and services that may benefit Goodwill member agencies. Each Goodwill agency operates independently and makes its own purchasing decisions. An organization's affiliation as a sponsor, partner, vendor or tradeshow exhibitor with Goodwill does not imply that GII favors one company over another.*

*Goodwill® and Goodwill Industries® are registered trademarks. Other product and company names mentioned herein may be the trademarks of their respective owners.*

*Goodwill Industries International • 15810 Indianola Drive •  
Rockville, MD 20855 • USA*

## Become a Sponsor

Goodwill Industries International holds several conferences annually, and each garners attendance by hundreds of Goodwill professionals from the United States and Canada. These professionals gather to learn ways to improve their operations, lobby for government support and advance the Goodwill mission. Our conferences cannot be successful without support from organizations like yours, and you can play an important role as a sponsor.

Goodwill offers a tiered sponsorship program. Each sponsorship package includes print and web promotion, a premium booth location during the [Member Marketplace Tradeshow](#), and placement in the [Member Marketplace](#) online vendor directory.

Sponsorship is a cost-effective way to secure exclusive access to Goodwill decision makers and provides multiple opportunities annually to promote your goods and services to current and potential customers. We also offer sponsorship opportunities via our à la carte menu of promotional and advertising offerings.

To explore the benefits of each sponsorship level, follow the links below. Want to know more about Goodwill's upcoming conferences? Check out our [profile of conferences](#).

- [Platinum Sponsorship](#): \$50,000
- [Gold Sponsorship](#): \$30,000
- [Silver Sponsorship](#): \$15,000
- [Bronze Sponsorship](#): \$10,000
- [À La Carte Sponsorship Menu](#): Choose from promotional opportunities at varying price points.

### ***Act Now – Learn How You Can Become a Sponsor!***

Take advantage of this unique opportunity to align your business with the Goodwill brand and secure top billing for your company's offerings during Goodwill conferences. Contact the Goodwill Industries International strategic sourcing team via e-mail at [marketplace@goodwill.org](mailto:marketplace@goodwill.org), or call (240) 333-5345.

## Profile of Conferences

	Conference of Executives	Delegate Assembly	Summer Conference & Tradeshow
<b>When</b>	February 20–23, 2011	June 25–28, 2011	August 14–17, 2011
<b>Where</b>	Charleston, SC	Rochester, NY	Milwaukee, WI
<b>Attendees</b>	<ul style="list-style-type: none"> <li>• CEOs and COOs</li> <li>• Participants in the Executive Training Program</li> </ul>	<ul style="list-style-type: none"> <li>• CEOs and COOs</li> <li>• Board Members</li> <li>• Senior Management Staff</li> </ul>	Staff from the following disciplines: <ul style="list-style-type: none"> <li>• Business Development</li> <li>• Contracts</li> <li>• Finance</li> <li>• IT</li> <li>• Marketing</li> <li>• Retail</li> </ul>
<b>Highlights</b>	When you attend this conference, you will have the chance to interact with the key decision makers within the Goodwill movement.	This is a premier event that allows you to extend your marketing reach beyond Goodwill through exposure to Board Members.  Network with Goodwill representatives and Board Members during the Awards Banquet.	The Member Marketplace Trade Show allows you to market your goods and services and interact with personnel who make the purchasing decisions.

## Sponsorship Breakdown

There are a limited number of sponsorship packages available, as outlined below. Act now to ensure you are represented as a sponsor at our conferences.

### ***Platinum: \$50,000***

#### ***Two sponsorship packages available***

#### **Conference Opportunities during the Conference of Executives, Delegate Assembly and Summer Conference**

- Conference attendance and participation ([See profile of conferences.](#))
- VIP seating during banquets
- Commercial shown in a prominent location during peak traffic times throughout the conferences
- Table and signage in the Networking Lounge
- Conference print and web advertisements (includes full-page ad in the learning journals; and logo on Schedules at a Glance and “Know Before You Go” e-mails)
- Logo on promotional items (e.g., conference bags, badge holders, etc.)
- Exclusive opportunity to have a promotional item/gift delivered to each attendees room in the bag drop
- Premium booth location during the [Member Marketplace Tradeshow](#) at the Summer Conference.

#### **Non-Conference Advertising Opportunities**

- Annual listing on the [Member Marketplace](#)
- Ability to communicate promotions in the e-mail newsletter, *The Marketplace Connection*
- Logo placement on Goodwill's web site

### **Gold: \$30,000**

#### **Conference Opportunities during the Conference of Executives, Delegate Assembly and Summer Conference**

- Conference attendance and participation ([see profile of conferences](#))
- VIP seating during banquets
- Commercial shown in a prominent location during peak traffic times throughout the conferences
- Table and signage in the Networking Lounge
- Conference print and web advertisements (includes full-page ad in the learning journals; and logo on the “Know Before You Go” e-mails)
- Logo on promotional items (e.g., pens, pads, hand sanitizers, etc.)
- Premium booth location during the [Member Marketplace Tradeshow](#) at the Summer Conference

#### **Non-Conference Advertising Opportunities**

- Annual listing on the [Member Marketplace](#)
- Ability to communicate promotions in new e-mail newsletter, *The Marketplace Connection*
- Logo placement on Goodwill’s web site: [www.goodwill.org](http://www.goodwill.org)

### **Silver: \$15,000**

#### **Conference Opportunities during the Conference of Executives, Delegate Assembly and Summer Conference**

- Conference attendance and participation ([see profile of conferences](#))
- Conference print and web advertisements (includes full-page ad in the learning journal; logo on the “Know Before You Go” e-mail; brochures in conference bags)
- Logo on promotional item (Sponsor to provide item with Goodwill approval)
- Premium booth location during the [Member Marketplace Tradeshow](#)

#### **Non-Conference Advertising Opportunities**

- Annual listing on the [Member Marketplace](#)
- Ability to communicate promotions in the new e-mail newsletter, *The Marketplace Connection*
- Logo placement on Goodwill’s web site: [www.goodwill.org](http://www.goodwill.org)

### Bronze: \$10,000

#### Conference Opportunities during the Conference of Executives, Delegate Assembly and Summer Conference

- Conference attendance and participation during Summer Conference only ([see profile of conferences](#))
- Conference print and web advertisements (includes full-page ad in the learning journal; logo on the “Know Before You Go” e-mail; brochures in conference bags)
- Premium booth location during the [Member Marketplace Tradeshow](#)

#### Non-Conference Advertising Opportunities

- Annual listing on the [Member Marketplace](#)
- Ability to communicate promotions in the e-mail newsletter, *The Marketplace Connection*
- Logo placement on Goodwill’s web site: [www.goodwill.org](http://www.goodwill.org)

### À La Carte Sponsorship Menu

Print Opportunities – Conference Specific / While Supplies Last	Price
Full-page ad in the learning journal	\$1,000
Half-page ad in the learning journal	\$750
Brochure placed inside of the conference bags	\$500
Promotional Opportunities – Conference Specific / While Supplies Last	
Bag Drop (**Sponsor to provide item with Goodwill approval)	\$5,000
Logo/ad on hotel room key	\$5,000
Name badge holder	\$2,500
GoBo displayed in high-visible area (1 Day)	\$1,500
Hand Sanitizer placed inside of the conference bags	\$1,500
Commercial Opportunities – Conference Specific / While Supplies Last	
1-minute commercials played during Welcome Reception	\$5,000
1-minute commercial played during breakfast and breaks	\$2,500

## Become a Purchasing Partner

If you're serious about driving sales revenue, look no further! Partner with Goodwill Industries International's business development and strategic sourcing team, and you'll reach Goodwill professionals with targeted messages, promotions and programming.

As a purchasing partner, you will:

- Work closely with the strategic sourcing team to develop marketing and sales materials, and leverage Goodwill's marketing outlets to reach your customer base. The team can also employ surveys and pilot programs as a part of a market research strategy to help better align your goods and services with the needs and requirements of Goodwill members.
- Gain exposure through signage at each of the four [Goodwill conferences](#) throughout the year.
- Receive prominent placement in the [Member Marketplace](#) and other Goodwill advertising outlets.
- Have the opportunity to secure an exclusive Partner Pavilion booth location during the [Member Marketplace Tradeshow](#).

As a purchasing partner, you will also help advance the Goodwill mission by sharing a percentage of the revenue you earn through sales to Goodwill agencies.

Funding for the mission is crucial, as 84 percent of collective revenues raised by Goodwill agencies go directly toward supporting and growing critical community-based programs and services. Goodwill agencies are innovative and sustainable social enterprises that fund job training, employment placement services and other community programs by selling donated clothes and household items at Goodwill retail stores and online, and through contract services, private and public grants, and individual giving.

### ***Act Now – Learn How You Can Become a Purchasing Partner!***

To become a purchasing partner, contact the Goodwill Industries International strategic sourcing team via e-mail at [marketplace@goodwill.org](mailto:marketplace@goodwill.org), or call (240) 333-5345.



## Become a Vendor in the Member Marketplace

Join the Member Marketplace, Goodwill Industries International's online vendor directory. Reach hundreds of Goodwill professionals and showcase your organization, goods and services, and special promotions specific to Goodwill. The Member Marketplace is where Goodwill agencies (also known as members) look first when searching for products and services at discounted prices, and where employees look when seeking employee discounts.

Goodwill offers several affordable pricing options:

- \$400 for a 3-month subscription
  - *Great package for vendors with seasonal goods, services and promotions.*
- \$700 for a 6-month subscription
  - *You save \$100.*
- \$1,200 for a 12-month subscription
  - *You save \$400.*



At these low prices, your organization will be featured in the Member Marketplace. The Marketplace provides a platform for product listings, promotions and a link to your company's web site.

Our reporting features allow you to track the number of visitors to your listing and determine your marketing effectiveness within the Marketplace. As a vendor in the Member Marketplace, you'll also have the opportunity to submit bi-weekly promotions for our e-newsletter, *The Marketplace Connection*, and participate in the Goodwill Industries International [sponsorship program](#) and the annual [Member Marketplace Tradeshow](#).

[Terms and Conditions apply.](#)

### **Act Now – Become a Vendor!**

To join the Member Marketplace, complete the [pre-application form](#) and fax to (301) 258-0578.

Alternatively contact Goodwill Industries International's strategic sourcing team via e-mail at [marketplace@goodwill.org](mailto:marketplace@goodwill.org), or call (240) 333-5345.

## Member Marketplace Terms and Conditions

### *Criteria and Eligibility*

Participating organizations:

1. Must be incorporated in the United States or Canada.
2. Must have customer service and financial viability records that are quantitatively verifiable with public tools such as Dun and Bradstreet, LexisNexis or otherwise.
3. Must be able to provide contact information for two references so that Goodwill Industries International (GII) can perform a qualitative eligibility assessment.
4. Must be able to offer and show documentation of a quantifiable discount to Goodwill agencies for purchasing their products and services.

### *Benefits and Limitations*

Benefits include:

1. Listing in the Member Marketplace.
2. Marketing to personnel at Goodwill agencies in the United States and Canada.
3. Opportunity to highlight special promotions and employee discounts in the e-newsletter, The Marketplace Connection.
4. Vendor flexibility to upload and update promotions on a weekly basis.
5. Ability to track listing effectiveness via the number of hits.
6. Eligibility to participate in the Goodwill sponsorship program.
7. Eligibility to participate in the annual Goodwill Member Marketplace Tradeshow.
8. Use of the Goodwill Member Marketplace logo with written permission.

Benefits do not include:

1. Vendor use of the Goodwill logo within print or online promotions. The Goodwill name, the Smiling G logo, and the Goodwill Industries and Goodwill Industries International logotypes are registered trademarks, and their use by vendors is expressly prohibited. Vendor use thereof constitutes a breach of contract. Use of any Goodwill member's logo in print or online promotions is only permitted with written consent from the appropriate Goodwill member's manager.
2. Vendor use of the Goodwill logo within their promotions. The Goodwill name and Smiling G logo are trademarked, and their use is expressly prohibited.
3. The ability to obtain an updatable listing of Goodwill locations and contact information to retail stores nationwide.
4. Guaranty of purchase of products by Goodwill members.

### ***Listing Regulations***

1. Listings exist in 3-, 6- or 12-month subscriptions, at rates of \$400, \$700, and \$1,200, respectively.
2. Organization must submit a listing of goods and services and a comparison between the retail prices and the discounted prices that will be offered to the Goodwill organizations.
3. All Member Marketplace subscription applications will be subject to a background screening. Upon acceptance, vendors will receive a welcome package with payment receipt, regulations, terms and conditions, and a Member Marketplace Toolkit.
4. Subscription activation may take as long as 15 business days from application to completion.
5. Listed vendor agrees to comply with all contract terms and conditions, which are given herein.

### ***Promotions***

1. Promotions are due to [marketplace@goodwill.org](mailto:marketplace@goodwill.org) every Thursday by end of business for review and approval.
2. Promotions will be distributed via the e-newsletter, *The Marketplace Connection*.
3. Participation on the Member Marketplace does not constitute an endorsement by GII. As such, promotions must not imply any GII endorsements or collaborations.
4. Promotion specifications are available in the Member Marketplace Tool Kit, which will be distributed upon acceptance into the Member Marketplace.

### ***Billing Information***

Payment can be made by check, credit card or invoice (Net 15 days). Checks, made out to Goodwill Industries International should be mailed to: P.O. Box 791084, Baltimore, MD 21279-1084, Attn: Accounting.

### ***Cancellations***

Cancellations and refunds are only accepted within 14 business days of application approval. A \$150 cancellation fee will be assessed.

### ***Limitations on Liability***

In no event shall either party be liable for any special, indirect, incidental or consequential damages. Under no circumstances shall either party be liable to the other or any third parties for an amount greater than the amounts received under this agreement.

### ***Default***

Any vendor failing to take full advantage of full benefits of the Member Marketplace as outlined will not be entitled to a pro-ration of membership fees.

### ***Termination***

Listing in the Member Marketplace may be terminated at the discretion of GII without refund due to:

1. Non-compliance of terms and conditions.
2. Negative feedback from Members.

### ***Renewals***

1. Only vendors in good standing will be eligible to renew their Member Marketplace subscriptions.
2. Poor customer feedback may preclude vendors from renewing their Member Marketplace subscription.

As a vendor listed within the Member Marketplace, you are also eligible to participate in the annual [Member Marketplace Tradeshow](#).

## Become a Tradeshow Exhibitor

When you exhibit at a tradeshow, you are participating in an invaluable networking and learning opportunity. Exhibiting at the Member Marketplace Tradeshow allows you to personally introduce yourself to potential new customers, build upon your current standing relationships, and distribute samples of your products to keep your organization top of mind for conference attendees. At the same time, Goodwill professionals can learn from industry leaders like you and explore newly available business tools and practices.

### ***Become an Exhibitor!***

The application process for the 2011 Member Marketplace Tradeshow will open in April 2011 and close on June 30, 2011.

Learn how you can reserve a booth at the 2011 Member Marketplace by contacting the Goodwill Industries International's strategic sourcing team via e-mail at [marketplace@goodwill.org](mailto:marketplace@goodwill.org), or call (240) 333-5345.

## Appendix: About Goodwill

### *Our Mission*

Goodwill Industries International enhances the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.

### *Our Vision*

Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.

### *Our Values*

**Respect.** We treat all people with dignity and respect.

**Stewardship.** We honor our heritage by being socially, financially and environmentally responsible.

**Ethics.** We strive to meet the highest ethical standards.

**Learning.** We challenge each other to strive for excellence and to continually learn.

**Innovation.** We embrace continuous improvement, bold creativity and change.

### *Our Results for 2009*

- People served through employment and training programs: 1.9 million
- Workforce development services provided: 15.3 million
- People who earned a job with Goodwill's help: 158,815
- Personal and family support services provided: 8 million
- Total revenue generated by Goodwill organizations: \$3.7 billion
- Total revenue spent directly on programs: 84 percent
- Total number of donors (includes repeat donations): 67.3 million
- Total number of retail stores: 2,420

### *Revenue Sources*

- Retail sales: \$2.4 billion
- Industrial and service contract work: \$596.7 million
- Individual/corporate/foundation support for mission services: \$71.6 million
- Government support for mission services: \$443.5 million
- Other revenue: 37.4 million

**Goodwill Industries International, Inc.**  
**Member Marketplace Pre-Application**

Thank you for your interest in the Member Marketplace, Goodwill Industries International's (GII's) online vendor directory, which allows vetted vendors to reach hundreds of Goodwill® professionals and showcase their organizations, their goods and services, and their special promotions specific to Goodwill. This directory is where Goodwill agencies (also known as members) look first when searching for products and services at discounted prices, and where employees look when seeking employee discounts.

Please complete this form and submit it by fax to (301) 258-0578. The GII strategic sourcing team will check your references prior to posting your listing, so we encourage you to notify your references that GII will be contacting them about their experience working with your company.

**COMPANY PROFILE**

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Full Name: \_\_\_\_\_ Job Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Line of Business: \_\_\_\_\_

Please select a desired level of subscription: ☐ \$400 (3 months) ☐ \$700 (6 months) ☐ \$1,200 (12 months)

**REFERENCES:**

Please provide two references, including contact name, organization and phone number. Goodwill references are preferred, where applicable.

1. Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

2. Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

\*Vendor Eligibility Requirements:

1) Must be incorporated in the United States or Canada. 2) Must have level of customer service and financial viability verifiable with public tools such as Dun and Bradstreet, LexisNexis or otherwise. 3) Must provide contact information for two references for qualitative eligibility assessment. 4) Must offer and show documentation of a quantifiable discount to Goodwill agencies. 5) Must be able to provide goods or service at a nationwide level.

For additional information, contact the strategic sourcing team.

Phone: (240) 333-5345 | Fax: (301) 258-0578 | [marketplace@goodwill.org](mailto:marketplace@goodwill.org)