



2012 Sponsorship Prospectus



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 Industries® conferences.

For more information:

Contact the events sponsorship team at marketplace@goodwill.org
(240) 333-5345

Overview

Goodwill Industries International (GII) holds several conferences annually, and each garners attendance by hundreds of Goodwill professionals from across the United States and Canada. These professionals gather to learn ways to improve their operations, lobby for government support and advance the Goodwill mission of helping people train for and find good jobs, strengthen their families, and build vibrant communities. By sponsoring these events, you can secure exclusive access to Goodwill decision makers and help further the Goodwill mission. View the [profile of conferences](#) to learn more about each conference.

Goodwill offers the following sponsorship options:

- 1) **Annual Sponsorship** – This option refers to annual sponsorship packages and includes basic sponsorship benefits at any four GII conferences, print and web promotion, and conference-specific opportunities. The annual sponsorship program exists at four levels.

Platinum Sponsorship: \$50,000

Gold Sponsorship: \$30,000

Silver Sponsorship: \$20,000

Bronze Sponsorship: \$10,000

- 2) **Event Sponsorship** – This sponsorship package option has been designed for organizations interested in attending one, two, or three specific events. The package also includes basic benefits, events, and print and web advertising opportunities at selected conferences.

Event Deluxe: \$8,000

Event Premier: \$6,000

Event Core: \$4,000

- 3) **À La Carte** – This option allows organizations to choose from an assortment of promotional and advertising opportunities through the À La Carte Sponsorship Menu.



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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

Profile of Conferences

	Conference of Executives	Spring Conference and Advocacy Event	Delegate Assembly	Summer Conference and Tradeshow	Goodwill Loss Prevention, and Safety Conference
Attendees	<ul style="list-style-type: none"> • CEOs and COOs • Participants in the GII Executive Development Program 	Goodwill professionals in the following disciplines: <ul style="list-style-type: none"> • Workforce development • Government affairs and public policy • Grants • Human resources 	<ul style="list-style-type: none"> • CEOs and COOs • Board members • Senior management 	Goodwill professionals in the following disciplines: <ul style="list-style-type: none"> • Business development • Contracts • Finance • IT • Marketing • Retail 	Goodwill professionals in the following disciplines: <ul style="list-style-type: none"> • Loss prevention • Safety • Transportation
Highlights	Interact with the key decision makers within the Goodwill enterprise.	Interact with the key staff involved with Goodwill's mission.	Opportunity to extend your marketing beyond Goodwill through exposure to Goodwill board members.	Participation in the Member Marketplace Tradeshow – Interact with personnel who make the purchasing decisions, and market your goods and services during the tradeshow.	Interact with staff involved in managing loss prevention and security
When	February 19–22, 2012	April 14–17, 2012	June 23–26, 2012	August 4–8, 2012	October
Where	San Antonio, TX	Washington, DC	Miami, FL	Miami, FL	San Antonio, TX



Annual Sponsorship Opportunities

Annual Sponsor Basic Benefits:

Basic Annual Sponsorship Benefits

- Presence at any four (4) GII conferences
- Premium booth location at the Summer Conference and Member Marketplace Tradeshow
- Twelve-month listing on the [Member Marketplace](#), Goodwill's online vendor directory
- Quarterly newsletter with Goodwill updates
- Complimentary attendance at conference luncheons

Conference Web and Print Ads

- One full-page, color ad in the conference program, called the Learning Journal
- One logo ad in pre-event email to attendees, called the "Know Before You Go" email
- Logo on conference signage
- Sponsorship logo on the conference registration site
- Ability to schedule meetings with conference attendees and/or send personalized messages

Conference-Specific Opportunities

Annual sponsors receive different opportunities depending on their sponsorship level – Platinum, Gold, Silver and Bronze. Confirmations of annual sponsorships are subject to a GII internal committee vetting process, and sponsorship terms are guided by a sponsorship contract. Examples of some of the benefits received by annual sponsors are listed below. If you are interested in an annual sponsorship, please contact Naomi IHEME at marketplace@goodwill.org.

- Attendance at Conference of Executives company-sponsored breakfast
- Cyber Café sponsorship and signage
- Welcome reception co-sponsorship and attendance
- Hotel key card sponsorship, which includes company branding on both sides
- Key promotional items sponsorship, including conference bag and neck wallet
- Schedule-at-a-Glance sponsorship (excluding Loss and Prevention Conference)
- Sponsorship of prestigious Goodwill awards, with photo and PR opportunities
- Sponsorship of Goodwill awards banquet and luncheon reception
- GII tradeshow passport game co-sponsorship
- Complimentary attendance at conference luncheons



Event Sponsorship Opportunities

Event Deluxe: \$8,000

Basic Benefits

- Presence at three GII conferences of your choice
- Promotion and facilitation of one webinar
- Six-month listing on the Member Marketplace, Goodwill's online vendor directory

Conference Web and Print Ads

- One full-page, black and white ad in the conference program, called the Learning Journal
- One logo ad in pre-event email to attendees, called the "Know Before You Go" email
- Listing on conference signage as an event sponsor
- Conference bag fliers at three selected conferences
- Ability to schedule meetings with conference attendees and/or send personalized messages

Event Specific Benefits

- 15-minute presentation at Buyer Track Session at the Summer Conference Member Marketplace Tradeshow

Event Premier: \$6,000

Basic Benefits

- Presence at two GII conferences of your choice
- Three-month listing on the Member Marketplace, Goodwill's online vendor directory

Conference Web and Print Ads

- One full-page, black and white ad in the conference program, called the Learning Journal
- One logo ad in pre-event email to attendees, called the "Know Before You Go" email
- Listing on conference signage as an event sponsor
- Conference bag fliers at two selected conferences



Event Core: \$4,000

Basic Benefits

- Presence at one GII event of your choice
- Three-month listing on the Member Marketplace, Goodwill's online vendor directory

Event Web and Print Ads

- One full-page, black and white ad in the conference program, called the Learning Journal
- One logo ad in pre-event email to attendees, called the "Know Before You Go" email
- Listing on conference signage as an event sponsor
- Conference bag fliers at one selected conferences

Events Summary Comparisons Chart

	Event Deluxe	Event Premier	Event Core
	\$8,000	\$6,000	\$4,000
Basic	<ul style="list-style-type: none"> • Presence at 3 GII conferences • 6-month listing on the Member Marketplace • Promotion/facilitation of 1 webinar 	<ul style="list-style-type: none"> • Presence at 2 GII conferences • 3-month listing on the Member Marketplace 	<ul style="list-style-type: none"> • Presence at 1 GII conference • 3-month listing on the Member Marketplace
Web and Print Ads	<ul style="list-style-type: none"> • 1 full-page, b/w ad in the Learning Journal • 1 logo ad on "Know Before You Go" email • Listing on signage as an event sponsor • Conference bag fliers at 3 selected conferences • Ability to schedule meetings with conference attendees and/or send personalized messages 	<ul style="list-style-type: none"> • 1 full-page, b/w ad in the Learning Journal • 1 logo ad on "Know Before You Go" email • Listing on signage as an event sponsor • Conference bag fliers at 2 selected conferences 	<ul style="list-style-type: none"> • 1 full-page, b/w ad in the Learning Journal • 1 logo ad on "Know Before You Go" email • Listing on signage as an event sponsor • Conference bag fliers at 1 selected conference
Summer	<ul style="list-style-type: none"> • 15-minute presentation during Buyer Track Session at the tradeshow 		



À La Carte Sponsorship Menu

All of the opportunities listed below are conference specific, and there are a limited number of opportunities available per conference. For details and artwork specifications for any of the listed options, contact the events team at marketplace@goodwill.org.

	COE	Spring	DA	Summer	GILPS	Price
Print Opportunities						
Half-page, black and white ad in Learning Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000
Quarter-page, black and white ad in Learning Journal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$750
Color ad in tradeshow booklet				<input type="checkbox"/>		\$750
Black-and-white ad in tradeshow booklet				<input type="checkbox"/>		\$500
Color ad in GII Flyer booklet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	\$750
Online Opportunities						
Logo placement on the "Know Before You Go" email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,000
Promotional Opportunities						
Hotel bag drop (Items must be approved by GII)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
Logo/ad on hotel room key (pending availability)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
Logo/ad on schedule at a glance (GILPS only)					<input type="checkbox"/>	\$2,500
Logo on conference bag (GILPS only)					<input type="checkbox"/>	\$2,500
Logo and text on neck wallet/lanyard (GILPS only)					<input type="checkbox"/>	\$2,000
Commercial Opportunities						
1-minute commercials during general session	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
1-minute commercial during morning and afternoon breaks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
Cell Phone Charging Station Sponsorship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
Relaxation Station Sponsorship		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
WII Station Sponsorship		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
Skyping Station	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
Plasma/kiosk rolling advertisements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,000
Face-to-Face Opportunities						
Vendor-hosted Evening receptions		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
Vendor-hosted Breakfast reception		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$2,500
Sponsor an in-Room Breakfast –(20 selected staff)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	\$1,500



Sponsorship Application Procedures

Sponsorship Reservations

Sponsorships are reserved on a first-come, first-served basis. Confirmations of all sponsorships are subject to GII's internal vetting process, and sponsors must agree to abide by GII sponsorship terms and conditions by reviewing and signing a GII Sponsorship Agreement. For annual and event sponsorships, contact Naomi IHEME by phone at (240) 333-5345 or via email at marketplace@goodwill.org. À la carte sponsorships can be reserved by emailing the application below to marketplace@goodwill.org.

Payment

Full payment is due for all à la carte sponsorships once sponsorship reservation is confirmed via the GII Sponsorship Agreement. Annual, Event Deluxe and Event Premier sponsors have the option for two to three payment installment options.

Cancellations

Cancellations to reserved sponsorships must be received by the dates listed below. No refunds or cancellations will be permitted beyond the dates listed.

Advertising Specifications

On confirmation of your sponsorship package, you will receive specifications for your online, print or digital advertisements.

Dates to Remember*

- January 20, 2012** COE sponsorship reservation closes. Last day to cancel reserved sponsorships.
- March 15, 2012** Spring sponsorship reservation closes. Last day to cancel reserved sponsorships.
- May 15, 2012** Delegate Assembly sponsorship reservation closes. Last day to cancel reserved sponsorships.
- June 15, 2012** Summer Conference sponsorship reservation closes. Last day to cancel reserved sponsorships.
- September 15, 2012** Goodwill Loss and Prevention Conference Sponsorship reservation closes. Last day to cancel reserved sponsorships.

**Dates subject to change. Confirmed sponsors will be notified in writing if any changes are made.*

Questions

Contact Naomi IHEME, senior vendor relations specialist, at (240) 333-5345 or marketplace@goodwill.org.

