



MEMBER MARKETPLACE PROSPECTUS

CONTACT

Goodwill Industries International

Events and Sponsorships

Direct: (240) 333-5345

Fax: (301) 258-0578

marketplace@goodwill.org

BECOME A VENDOR IN THE GOODWILL® MEMBER MARKETPLACE

Reach hundreds of Goodwill Industries® professionals and showcase your organization, goods and services, and special promotions specific to community-based Goodwill organizations (also known as Goodwill members). The Member Marketplace is where Goodwill professionals 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 for vendors to choose from:

- **\$500 for a 3-month subscription**
 - *Great introductory package*
 - *Perfect for vendors of seasonal goods or services*
- **\$800 for a 6-month subscription**
- **\$1,200 for a 12-month subscription**
 - *Best value!*

Complement your subscription with the following:

- **Banner Advertising Space:** Advertise with a digital banner in the monthly newsletter and in rotation on the home page – \$750
- **WebExpress (30-minute webinar):** Introduce your company to Goodwill staff via a short webinar marketed to all Goodwill organizations – \$1,000
- **Newsletter Contribution:** Provide topical educational content on business topics – \$700

At these low prices, your organization will be featured in the Member Marketplace and be accessible to all Goodwill staff in the United States and Canada.

The Marketplace provides a platform for your product listings and promotions, and a link to your company's website. Our reporting features allow you to track the number of clicks to your listing and determine its effectiveness within the Marketplace. You will also have the opportunity to submit weekly promotions that will be highlighted in our e-newsletter, *The Marketplace Connection*.

ACT NOW – BECOME A VENDOR!

To join the Member Marketplace, complete the [pre-application form](#) and fax to (301) 258-0578. Alternatively, contact the GII Member Marketplace team via email at 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 provide contact information for two references for GII to perform a qualitative eligibility assessment.
4. Must be able to offer, show and upload documentation of a quantifiable discount to Goodwill organizations for purchasing their products and services.

Benefits and Limitations

Benefits include:

1. Ability to market to staff at 163 Goodwill organizations and their more than 5,000 locations in the United States and Canada.
2. Opportunity to upload and highlight special promotions and employee discounts in the monthly e-newsletter, *The Marketplace Connection*.
3. Use of the Goodwill Member Marketplace logo (shown below) to market to Goodwill staff only.

Note that the Goodwill name, the Smiling G logo (*in isolation without the 'Member Marketplace words to the right'*), 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.



**Member
Marketplace**

Benefits do not include:

1. The ability to obtain a listing of Goodwill locations or Goodwill contact information for stores nationwide.
2. The right to use any of Goodwill logos to market on vendor standard marketing or vendor's website.
3. Guarantee of purchase of products by Goodwill members.
4. Participation on the Member Marketplace does not constitute an endorsement by GII
5. License to broadcast mass emails to Goodwill members.

Listing Regulations

1. Listings exist in 3-, 6- or 12-month subscriptions, at rates of \$500, \$800, and \$1,200, respectively.
2. Member Marketplace subscription applications are subject to background screening. Upon acceptance, vendors will receive an approval email with the Member Marketplace Agreement and Starter Toolkit.
3. Subscription approval and activation may take up to fifteen (15) business days to complete.
4. Listed vendor agrees to comply with all vendor contract terms and conditions as specified in the Member Marketplace Agreement.

Promotions

1. Promotions (ads) may be sent weekly to marketplace@goodwill.org for logo compliance review, approval and upload to the Marketplace.
2. Promotion specifications are available in the Member Marketplace Toolkit.

Billing Information

Payment can be made by 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: Member Marketplace**.

Cancellations

Cancellations and refunds are 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 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 Goodwill 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 subscriptions.



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 Industries® professionals and showcase their organizations, their goods and services, and their special promotions specific to the Goodwill® enterprise. This directory is where Goodwill organizations (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 Member Marketplace 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: _____

Company Website Address: _____

Examples of current clients: _____ # of Goodwill members as clients: _____

Please select a desired level of subscription: \$500 (3 months) \$800 (6 months) \$1,200 (12 months)

REFERENCES:

Please provide two references, including contact name, organization and phone number. Goodwill references are preferred, where applicable. **Please note that GII staff references will not be accepted.**

1. Company Name: _____ Phone: _____

Contact Name: _____ Email: _____

2. Company Name: _____ Phone: _____

Contact Name: _____ Email: _____

*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 organizations. 5) Must be able to provide goods or service at a nationwide level.

For additional information, contact the GII Member Marketplace team.
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