

# **GOODWILL INDUSTRIES INTERNATIONAL**

## **2020 VIRTUAL SPONSORSHIP PROPOSAL**



COVID-19 forced the cancellation of many in-person conferences across Goodwill®, but Goodwillers are still coming together to network and learn. Events in 2020 will now be virtual. All in-person benefits have been modified to virtual benefits, as outlined on the following pages.

For more information, contact Naomi Iheme | [Naomi.Iheme@goodwill.org](mailto:Naomi.Iheme@goodwill.org) | (240) 333-5345

PLATINUM (\$50,000)	GOLD (\$30,000)	SILVER (\$20,000)	BRONZE (\$10K - \$12,500)	EXHIBITOR (\$2K - \$3,500)
<b>NATIONAL VIRTUAL EVENTS (2 Events)</b> <b>Goodwill Leadership Conference (Leadership): October 6 – 8, 2020   Delegate Assembly (DA): November 9 – 11, 2020</b>				
<ul style="list-style-type: none"> <li>✓ <b>Exhibit Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to four exhibitor points of contact</li> <li>3. Up to four product/service videos</li> <li>4. Four pre-recorded webinars</li> <li>5. Chat feed with booth visitors</li> <li>6. Video meeting scheduling</li> <li>7. Live polling of booth visitors</li> <li>8. Reporting capability (visitors, chats)</li> </ol> </li> <li>✓ <b>Sponsor Custom Marketing</b> <ol style="list-style-type: none"> <li>1. General session sponsor appreciation messaging</li> <li>2. Virtual exhibit hall rotating banner</li> <li>3. Video prior to opening keynote</li> <li>4. Recognition of award sponsor (DA only)</li> <li>5. General session commercial</li> </ol> </li> <li>✓ <b>Sponsored Session (Either Event)</b> <ol style="list-style-type: none"> <li>1. 30-min pre-recorded webinar and 10-min Q&amp;A (recordings remain on demand for 30 days)</li> <li>2. One to two handouts during session</li> <li>3. Three to five polling questions</li> <li>4. Lead reports of session attendees, poll responses, chats, and downloads</li> <li>5. Content must be approved by GII</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Exhibit Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to four exhibitor points of contact</li> <li>3. Up to four product/service videos</li> <li>4. Three pre-recorded webinars</li> <li>5. Chat feed with booth visitors</li> <li>6. Video meeting scheduling</li> <li>7. Live polling of booth visitors</li> <li>8. Reporting capability (visitors, chats)</li> </ol> </li> <li>✓ <b>Sponsor Custom Marketing</b> <ol style="list-style-type: none"> <li>1. General session sponsor appreciation messaging</li> <li>2. Virtual exhibit hall rotating banner</li> <li>3. General session commercial</li> </ol> </li> <li>✓ <b>Sponsored Session (Leadership Event)</b> <ol style="list-style-type: none"> <li>1. 30-min pre-recorded webinar and 10-min Q&amp;A (recordings remain on-demand for 30 days)</li> <li>2. One to two handouts during session</li> <li>3. Three to five polling questions</li> <li>4. Lead reports of session attendees, poll responses, chats, and downloads</li> <li>5. Content must be approved by GII</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Exhibit Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to four exhibitor points of contact</li> <li>3. Up to two product/service videos</li> <li>4. Two pre-recorded webinars</li> <li>5. Chat feed with booth visitors</li> <li>6. Video meeting scheduling</li> <li>7. Live polling of booth visitors</li> <li>8. Reporting capability (visitors, chats)</li> </ol> </li> <li>✓ <b>Sponsor Custom Marketing (Leadership Event)</b> <ol style="list-style-type: none"> <li>1. General session sponsor appreciation messaging</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Exhibit Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to three exhibitor points of contact</li> <li>3. One product/service video</li> <li>4. One pre-recorded webinar</li> <li>5. Chat feed with booth visitors</li> <li>6. Video meeting scheduling</li> <li>7. Live polling of booth visitors</li> <li>8. Reporting capability (visitors, chats)</li> </ol> </li> <li>✓ <b>Sponsor Custom Marketing</b> <ol style="list-style-type: none"> <li>1. General session sponsor appreciation messaging</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Premier Standard Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to two exhibitor points of contact</li> <li>3. Chat feed with booth visitors</li> <li>4. Live polling of booth visitors</li> <li>5. Reporting capability (visitors, chats)</li> <li>6. One product/service video</li> <li>7. One pre-recorded webinar</li> <li>8. Video meeting scheduling</li> </ol> </li> <li>✓ <b>Exhibit Standard Package</b> <ol style="list-style-type: none"> <li>1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website</li> <li>2. Up to two exhibitor points of contact</li> <li>3. Chat feed with booth visitors</li> <li>4. Live polling of booth visitors</li> <li>5. Reporting capability (visitors, chats)</li> </ol> </li> <li>✓ <b>À La Carte Sponsorship Options for Additional Purchase</b> <ol style="list-style-type: none"> <li>1. Virtual exhibit hall rotating banner – \$3,500</li> <li>2. Product/service videos – \$1,000</li> <li>3. Pre-recorded webinars – \$1,000</li> <li>4. Meeting scheduling with video and meeting rooms – \$500</li> </ol> </li> </ul>

## BUSINESS AREA VIRTUAL EVENTS

Donated Goods Retail (DGR) One-Touch Training: Multiple Dates | Veterans Services Summit: November 12–13, 2020

<ul style="list-style-type: none"> <li>✓ <b>Sponsor Package at Upcoming Events</b> <ol style="list-style-type: none"> <li>1. Listing in email communications (company name, logo, brief description, link to sponsor website)</li> <li>2. Verbal appreciation</li> <li>3. Distribution of mailed sponsor promotional items and brochure</li> </ol> </li> <li>✓ <b>Events:</b> <ol style="list-style-type: none"> <li>1. DGR One-Touch Training (hybrid of virtual and regional event)</li> <li>2. Veterans Services Summit</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Sponsor Package at Upcoming Events</b> <ol style="list-style-type: none"> <li>1. Listing in email communications (company name, logo, brief description, link to sponsor website)</li> <li>2. Verbal appreciation</li> <li>3. Distribution of mailed sponsor promotional items and brochure</li> </ol> </li> <li>✓ <b>Events:</b> <ol style="list-style-type: none"> <li>1. DGR One-Touch Training (hybrid of virtual and regional event)</li> <li>2. Veterans Services Summit</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Sponsor Package at Upcoming Events</b> <ol style="list-style-type: none"> <li>1. Listing in email communications (company name, logo, brief description, link to sponsor website)</li> <li>2. Verbal appreciation</li> <li>3. Distribution of mailed sponsor promotional items and brochure</li> </ol> </li> <li>✓ <b>Events:</b> <ol style="list-style-type: none"> <li>1. DGR One-Touch Training</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>À La Carte Sponsorship Options for Additional Purchase</b> <ol style="list-style-type: none"> <li>1. Webinar two-minute commercial – \$1,750</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>À La Carte Sponsorship Options for Additional Purchase</b> <ol style="list-style-type: none"> <li>1. Webinar two-minute commercial – \$1,750</li> </ol> </li> </ul>
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## WEBINARS

<ul style="list-style-type: none"> <li>✓ <b>Four Sponsor-led Webinars (Live or Recorded)</b> <ol style="list-style-type: none"> <li>1. Webinar express (30-minute)</li> <li>2. Sponsor poll</li> <li>3. Sponsor rewards</li> </ol> </li> <li>✓ <b>GII-led Industry-Specific Webinar</b> <ol style="list-style-type: none"> <li>1. Sponsor remarks</li> <li>2. Sponsor two-minute commercial</li> <li>3. Sponsor logo on presentation</li> <li>4. Sponsor poll</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Two Sponsor-led Webinars (Live or Recorded)</b> <ol style="list-style-type: none"> <li>1. Webinar express (30-minute)</li> <li>2. Sponsor poll</li> <li>3. Sponsor rewards</li> </ol> </li> <li>✓ <b>GII-led Industry-Specific Webinar</b> <ol style="list-style-type: none"> <li>1. Sponsor remarks</li> <li>2. Sponsor two-minute commercial</li> <li>3. Sponsor logo on presentation</li> <li>4. Sponsor poll</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>One Sponsor-led Webinar (Live or Recorded)</b> <ol style="list-style-type: none"> <li>1. Webinar express (30-minute)</li> <li>2. Sponsor poll</li> <li>3. Sponsor rewards</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>One Sponsor-led Webinar (Recorded)</b> <ol style="list-style-type: none"> <li>1. Webinar express</li> <li>2. Sponsor poll</li> <li>3. Sponsor rewards for sustained engagement</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>✓ <b>Sponsor-led Webinar (Recorded) – \$1,000</b> <ol style="list-style-type: none"> <li>1. Webinar express</li> <li>2. Sponsor poll</li> <li>3. Sponsor rewards for sustained engagement</li> </ol> </li> </ul>
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## INTERNAL COMMUNICATIONS

<ol style="list-style-type: none"> <li>1. MyGoodwill sponsor page listing</li> <li>2. Member Marketplace Online 12-month subscription</li> <li>3. One newsletter article with sponsor links to external page, webinar or content library</li> </ol>	<ol style="list-style-type: none"> <li>1. MyGoodwill sponsor page listing</li> <li>2. Member Marketplace Online 12-month subscription</li> <li>3. One newsletter article with sponsor links to external page, webinar or content library</li> </ol>	<ol style="list-style-type: none"> <li>1. MyGoodwill sponsor page listing</li> <li>2. Member Marketplace Online 12-month subscription</li> <li>3. One newsletter article with sponsor links to external page, webinar or content library</li> </ol>	<ol style="list-style-type: none"> <li>1. MyGoodwill sponsor page listing</li> <li>2. Member Marketplace Online 12-month subscription</li> </ol>	<ol style="list-style-type: none"> <li>1. MyGoodwill sponsor page listing</li> <li>2. Member Marketplace Online 12-month subscription</li> </ol>
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