COVID-19 forced the cancelation 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 | (240) 333-5345
NATIONAL VIRTUAL EVENTS (2 Events)
Goodwill Leadership Conference (Leadership): October 6 – 8, 2020 | Delegate Assembly (DA): November 9 – 11, 2020

PLATINUM ($50,000)
- Exhibit Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to four exhibitor points of contact
  3. Up to four product/service videos
  4. Four pre-recorded webinars
  5. Chat feed with booth visitors
  6. Video meeting scheduling
  7. Live polling of booth visitors
  8. Reporting capability (visitors, chats)

- Sponsor Custom Marketing
  1. General session sponsor appreciation messaging
  2. Virtual exhibit hall rotating banner
  3. Video prior to opening keynote
  4. Recognition of award sponsor (DA only)
  5. General session commercial

- Sponsored Session (Either Event)
  1. 30-min pre-recorded webinar and 10-min Q&A (recordings remain on demand for 30 days)
  2. One to two handouts during session
  3. Three to five polling questions
  4. Lead reports of session attendees, poll responses, chats, and downloads
  5. Content must be approved by GII

GOLD ($30,000)
- Exhibit Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to four exhibitor points of contact
  3. Up to four product/service videos
  4. Three pre-recorded webinars
  5. Chat feed with booth visitors
  6. Video meeting scheduling
  7. Live polling of booth visitors
  8. Reporting capability (visitors, chats)

- Sponsor Custom Marketing
  1. General session sponsor appreciation messaging
  2. Virtual exhibit hall rotating banner
  3. General session commercial

SILVER ($20,000)
- Exhibit Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to three exhibitor points of contact
  3. Up to two product/service videos
  4. Two pre-recorded webinars
  5. Chat feed with booth visitors
  6. Video meeting scheduling
  7. Live polling of booth visitors
  8. Reporting capability (visitors, chats)

- Sponsor Custom Marketing
  1. General session sponsor appreciation messaging

BRONZE ($10K - $12,500)
- Exhibit Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to two exhibitor points of contact
  3. Up to one product/service video
  4. One pre-recorded webinar
  5. Chat feed with booth visitors
  6. Video meeting scheduling
  7. Live polling of booth visitors
  8. Reporting capability (visitors, chats)

- Sponsor Custom Marketing
  1. General session sponsor appreciation messaging

EXHIBITOR ($2K - $3,500)
- Premier Standard Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to two exhibitor points of contact
  3. Chat feed with booth visitors
  4. Live polling of booth visitors
  5. Reporting capability (visitors, chats)
  6. One product/service video
  7. One pre-recorded webinar
  8. Video meeting scheduling

- Exhibit Standard Package
  1. Listing on exhibitor directory, including company name, logo, description and link to exhibitor website
  2. Up to two exhibitor points of contact
  3. Chat feed with booth visitors
  4. Live polling of booth visitors
  5. Reporting capability (visitors, chats)

- À La Carte Sponsorship Options for Additional Purchase
  1. Virtual exhibit hall rotating banner – $3,500
  2. Product/service videos – $1,000
  3. Pre-recorded webinars – $1,000
  4. Meeting scheduling with video and meeting rooms – $500

La Carte Sponsorship Options
- Premier Standard Package
  - $3,500
  - $500
- Exhibit Standard Package
  - $3,500
  - $1,000
- General session sponsor appreciation messaging
  - $1,000
- Live polling of booth visitors
  - $1,000
- Reporting capability (visitors, chats)
  - $500
- Virtual exhibit hall rotating banner
  - $3,500
- Product/service videos
  - $1,000
- Pre-recorded webinars
  - $1,000
- Meeting scheduling with video and meeting rooms
  - $500
**BUSINESS AREA VIRTUAL EVENTS**

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

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| WEBINARS |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| ✓ Four Sponsor-led Webinars (Live or Recorded)  | ✓ Two Sponsor-led Webinars (Live or Recorded)  | ✓ One Sponsor-led Webinar (Live or Recorded)  | ✓ One Sponsor-led Webinar (Recorded)  |
| 1. Webinar express (30-minute)  | 1. Webinar express (30-minute)  | 1. Webinar express (30-minute)  | 1. Webinar express |
| 2. Sponsor poll  | 2. Sponsor poll  | 2. Sponsor poll  | 2. Sponsor poll |
| ✓ GII-led Industry-Specific Webinar  | ✓ GII-led Industry-Specific Webinar  | ✓ GII-led Industry-Specific Webinar  | ✓ One Sponsor-led Webinar (Recorded) |
| 2. Sponsor two-minute commercial  | 2. Sponsor two-minute commercial  | 2. Sponsor two-minute commercial  | 2. Sponsor poll |
| ✓ One Sponsor-led Webinar  | ✓ One Sponsor-led Webinar  | ✓ One Sponsor-led Webinar  | ✓ Sponsor-led Webinar (Recorded) – $1,000 |
| 1. One newsletter article with sponsor links to external page, webinar or content library  | 1. One newsletter article with sponsor links to external page, webinar or content library  | 1. One newsletter article with sponsor links to external page, webinar or content library  | 2. Sponsor poll |
| INTERNAL COMMUNICATIONS  | INTERNAL COMMUNICATIONS  | INTERNAL COMMUNICATIONS  | INTERNAL COMMUNICATIONS  |
| 3. One newsletter article with sponsor links to external page, webinar or content library  | 3. One newsletter article with sponsor links to external page, webinar or content library  | 3. One newsletter article with sponsor links to external page, webinar or content library  | 3. One newsletter article with sponsor links to external page, webinar or content library |

**Sponsor-led Webinar (Recorded) – $1,000**

1. Webinar express  
2. Sponsor poll  
3. Sponsor rewards for sustained engagement

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**WEBINARS**

- **Four Sponsor-led Webinars (Live or Recorded)**
  - Webinar express (30-minute)
  - Sponsor poll
  - Sponsor rewards
- **GII-led Industry-Specific Webinar**
  - Sponsor remarks
  - Sponsor two-minute commercial
  - Sponsor logo on presentation
  - Sponsor poll
- **One Sponsor-led Webinar (Live or Recorded)**
  - Webinar express (30-minute)
  - Sponsor poll
  - Sponsor rewards
- **One Sponsor-led Webinar (Recorded)**
  - Webinar express
  - Sponsor poll
  - Sponsor rewards for sustained engagement
- **Sponsor-led Webinar (Recorded)** – $1,000
  - Webinar express
  - Sponsor poll
  - Sponsor rewards for sustained engagement

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**INTERNAL COMMUNICATIONS**

- MyGoodwill sponsor page listing
- Member Marketplace Online 12-month subscription
- One newsletter article with sponsor links to external page, webinar or content library