



# GOODWILL INDUSTRIES INTERNATIONAL 2021 SPONSORSHIPS OPPORTUNITIES



To confirm your sponsorship, please return the enclosed form by January 31st. For more information, [contact Naomi Iheme](#)



**Goodwill® works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.**



OUR REACH

82

percent of the U.S.  
population resides  
within 10 miles of a  
Goodwill location

156

independent, community-based  
Goodwill organizations

3,300+

stores in the United States and Canada

131,000

employees



# Sponsorships/Charitable Donations

As a sponsor and supporter of Goodwill Industries International (GII), you support and equip local Goodwill leaders to serve millions of individuals and families who are transitioning to better lives by using Goodwill services.

Your sponsorship funds help people overcome challenges to build skills, earn jobs and grow their careers through learning and the power of work. At the same time, you increase or reinforce awareness of your brand, generate corporate preference and foster brand loyalty among Goodwill leaders and staff.

In 2019, one out of every 275 people who went to work in the United States and Canada did so with the help of a local Goodwill organization. More than 1.5 million people used in-person Goodwill services to advance their careers and care for their families. Another 24 million used computers and mobile devices to access Goodwill education, training, mentoring and online learning services to strengthen their skills.

DIAMOND	PLATINUM	GOLD	SILVER	SPECIAL EVENTS
\$100,000	\$50,000	\$30,000	\$20,000	\$5,000

*Changes may be made to sponsored events and/or experiences offered to ensure we effectively support the Goodwill community to the best of our ability. Thank you in advance for allowing us to give 100% of all funds raised to Goodwill programs, should we need to implement any modifications to the event format, programs or experience.*

# GII 2021 Conference Dates

EVENT	ANNUAL MEETING OF THE CONFERENCE OF EXECUTIVES (AMCOE)	LEADING CHANGE (LC1)	DELEGATE ASSEMBLY (DA)	LEADING CHANGE (LC2)
	<b>Sponsor Branding</b>		<b>Sponsor In-Person Participation</b>	
FORMAT	In-Person + Virtual	Virtual Only	In-Person	In-Person + Virtual
ATTENDEES	200	800	300	800
ATTENDEE PROFILE	CEOs Executive Development Program (EDP) Participants	Multiple Disciplines	CEOs Board Members EDP Participants	Multiple Disciplines
Dates	April 14 – 16 Hyatt Regency Dallas Dallas, TX	May (dates TBD)	July 25 – 27 Hyatt Regency Milwaukee, WI	November 15 – 17 Westin Long Beach Long Beach, CA



# GII Conference Descriptions



## AMCOE

The Annual Meeting of the Conference of Executives (AMCOE) brings together **Goodwill CEOs** and **CEO alumni** to develop and strengthen leadership, promote excellence and foster unity among the Goodwill network.

By attending this event, CEOs can earn credit toward the Certified Executive designation.



## Delegate Assembly

Delegate Assembly is the governing body of Goodwill and is composed of all **Goodwill CEOs, a representative of each local board and the private-sector members of the GII board**. Attendees come together to learn from one another, share ideas, challenge thinking and celebrate achievements from across the Goodwill network.



## Leading Change

The Leading Change conferences allow **mid- to senior-level Goodwill staff** in **diverse disciplines** to engage in networking and learning opportunities. Attendees represent retail, marketing, information technology, finance, loss prevention and safety, business services, resource development, workforce development, resource development, and ecommerce to name a few.

*Changes may be made to sponsored events and/or experiences offered to ensure we effectively support the Goodwill community to the best of our ability. Thank you in advance for allowing us to give 100% of all funds raised to Goodwill programs, should we need to implement any modifications to the event format, programs or experience.*

# 2021 Virtual Business Solutions Events



*Lead interactive sessions with Goodwill staff from targeted disciplines at quarterly events.*

EVENT	Q1	Q2	Q3
FORMAT	Virtual	Virtual	Virtual
ATTENDEES	50 – 100	50 – 100	50 – 100
ATTENDEE PROFILE <i>(subject to change)</i>	DGR Marketing Business Development Ecommerce Contracts Sustainability	Accounting Data Finance Information Technology Loss Prevention Safety Risk Management	Human Resources Mission Advancement Resource Development
Dates	March 2021 Dates TBD	June 2021 Dates TBD	September 2021 Dates TBD

*Sponsor hosts one 30-minute interactive discussion on a topic chosen by the sponsor AND within the event framework. Sponsor specialty must match the event's attendee profile. Sponsor will receive the list of its discussion room attendees, including names, titles and Goodwill names.*

# Diamond Sponsorship (\$100,000)

## KEY BENEFITS

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Two speaking engagement opportunities at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, attendee email confirmations, four select sessions, mobile app and welcome reception.
- Logo or listing as Diamond sponsor on Goodwill external and internal websites.
- Featured as Graduate or Achiever Award Sponsor.



# Platinum Sponsorship (\$50,000)

## KEY BENEFITS

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Two speaking engagement opportunities at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, attendee email confirmations, three select sessions, mobile app and welcome reception.
- Logo or listing as Platinum sponsor on Goodwill external and internal websites.
- Featured as Helms Award Sponsor.



# Gold Sponsorship (\$30,000)

## KEY BENEFITS

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- One speaking engagement opportunity at one Goodwill in-person conference.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone pre-recorded webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, two select sessions and mobile app.
- Logo or listing as Gold sponsor on Goodwill external and internal websites.
- Featured as Volunteer Graduate or Staff Award Sponsor.

# Silver Sponsorship (\$20,000)

## KEY BENEFITS

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone pre-recorded webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, one conference session and mobile app.
- Logo and listing as Silver sponsor on Goodwill external and internal websites.



A person is seen from behind, sitting on a couch and watching a large television. The TV displays a grid of video conference participants. A laptop is open on the couch in the foreground, showing a website with a line graph. The room has a bookshelf filled with books in the background.

# Special Event Sponsorship (\$5,000)

## ACCESS & AWARDS

- Two tickets to a selected Goodwill special event.
- One speaking engagement at event (where applicable).
- Thought leader presentation through one pre-recorded webinar.
- Logo featured on event website or email invitation or confirmations.
- Logo or listing as Special Event sponsor on Goodwill internal website.

# Targeted Sponsorships

## DESCRIPTIONS

- **Business Solutions Events** – Lead interactive sessions with Goodwill staff from targeted disciplines at virtual quarterly events. **\$3,500 (*Pilot Price*)**
- **Branded Breaks** – Increase exposure with a static ad or short video during virtual conference break. **\$3,500**
- **Website Banners** – Grow brand awareness through a rotating banner ad on the virtual conference page. **\$3,500**

# 2021 Sponsorship Guidelines

Sponsorships are guided by Goodwill Industries International's (GII's) agreement.

Sponsorship fees are due in full net 30 days of agreement execution and payable by check or credit card.

In-person events will adhere to local government guidelines around mask use and social distancing.

Current-year sponsors are given first right of refusal to retain current-level sponsorships, if offered, through **January 31, 2021**.

Sponsorships are sold on a first-come, first-served basis. Sponsorship commitment deadline for GII annual sponsorships is **February 28, 2021**.

To confirm your sponsorship, please return the commitment form by the timeline referenced above. For more information, [contact Naomi Iheme](#).



## 2021 SPONSORSHIP OFFERINGS



Diamond (\$100,000)	Platinum (\$50,000)	Gold (\$30,000)	Silver (\$20,000)	SPECIAL EVENTS (\$5,000)
<b>EXTERNAL COMMUNICATION</b>				
Goodwill.org Sponsor/Donor Page Press Release Mention	Goodwill.org Sponsor/Donor Page	Goodwill.org Sponsor/Donor Page	Goodwill.org Sponsor/Donor Page	
<b>SPEAKING ENGAGEMENTS</b>				
1 Sponsored Session (LC) 1 Keynote Sponsored (Any Event) 2 Pre-recorded Webinars 1 Live Webinar	1 Sponsored Session (LC) 1 Keynote Sponsored (LC) 2 Pre-recorded Webinars 1 Live Webinar	1 Sponsored Session (LC) 2 Pre-recorded Webinars	2 Pre-recorded Webinars	
<b>LEADING CHANGE EVENTS</b>				
1 Live Conference (2 Passes) 1 Table Top Exhibit	1 Live Conference (2 Passes) 1 Table Top Exhibit	1 Live Conference (2 Passes) 1 Table Top Exhibit	1 Live Conference (2 Passes) 1 Table Top Exhibit	
<b>C-LEVEL EVENTS</b>				
1 Conference (2 Passes) 1 Table Top Exhibit 1 Welcome Reception (2 passes) 1 Award Luncheon (2 passes) 1 Banquet (2 passes)	1 Conference (2 Passes) 1 Table Top Exhibit 1 Welcome Reception (2 passes) 1 Award Luncheon (2 passes) 1 Banquet (2 passes)	1 Conference (2 Passes) 1 Table Top Exhibit 1 Welcome Reception (2 passes) 1 Award Luncheon (2 passes) 1 Banquet (2 passes)	1 Conference (2 Passes) 1 Table Top Exhibit 1 Welcome Reception (2 passes) 1 Award Luncheon (2 passes) 1 Banquet (2 passes)	
<b>INDUSTRY SOLUTION EVENTS</b>				
Virtual Event Sponsor 3 Session Speaking Opportunities	Virtual Event Sponsor 3 Session Speaking Opportunities	Virtual Event Sponsor 3 Session Speaking Opportunities	Virtual Event Sponsor 3 Session Speaking Opportunities	Virtual Event Sponsor 1 Session Speaking Opportunity

## 2021 SPONSORSHIP OFFERINGS

### BRANDING

Directory Listing – 4 Events Logo – Sponsor Use of GII Logo Logo – Event Website Logo – Confirmation Emails Logo - C-Level Welc. Reception Session Branding - 4 Events Video Ad - General Session Mobile App – Sponsor Listing Mobile App – Sponsor Banner Ad	Directory Listing – 4 Events Logo – Sponsor Use of GII Logo Logo – Event Website Logo – Confirmation Emails Logo - C-Level Welc. Reception Session Branding - 3 Events Video Ad - General Session Mobile App – Sponsor Listing Mobile App – Sponsor Banner Ad	Directory Listing – 4 Events Logo – Sponsor Use of GII Logo Logo – Event Website Session Branding - 2 Events Video Ad - General Session Mobile App – Sponsor Listing Mobile App – Sponsor Banner Ad	Directory Listing – 4 Events Logo – Sponsor Use of GII Logo Logo – Event Website Session Branding - 1 Events Mobile App – Sponsor Listing Mobile App – Sponsor Banner Ad	Directory Listing – Selected Event Logo – Sponsor Use of GII Logo Logo – Event Website Logo – Confirmation Email
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### AWARD PRESENTATION REMARKS

Graduate OR Achiever Awards	Helms Awards	Volunteer Awards		
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### INSIGHT

Conference Registrant List (No contact info) Network Report (HQs, Websites)	Conference Registrant List (No contact info) Network Report (HQs, Websites)	Conference Registrant List (No contact info) Network Report (HQs, Websites)	Conference Registrant List (No contact info) Network Report (HQs, Websites)	Conference Registrant List (No contact info) Network Report (HQs, Websites)
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### INTERNAL COMMUNICATIONS

MyGoodwill Sponsor Page Listing Member Marketplace <i>ONLINE</i> Full Subscription Newsletter Article w/ Sponsor Links	MyGoodwill Sponsor Page Listing Member Marketplace <i>ONLINE</i> Full Subscription Newsletter Article w/ Sponsor Links	MyGoodwill Sponsor Page Listing Member Marketplace <i>ONLINE</i> Full Subscription Newsletter Article w/ Sponsor Links	MyGoodwill Sponsor Page Listing Member Marketplace <i>ONLINE</i> Full Subscription Newsletter Article w/ Sponsor Links	
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# GOODWILL INDUSTRIES INTERNATIONAL 2021 SPONSORSHIP OPPORTUNITIES

## Sponsor Commitment Form

### DIAMOND \$100,000

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Two speaking engagement opportunities at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, attendee email confirmations, four select sessions, mobile app and welcome reception.
- Logo or listing as Diamond sponsor on Goodwill external and internal websites.
- Featured as Graduate or Achiever Award Sponsor.

### PLATINUM \$50,000

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Two speaking engagement opportunities at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, attendee email confirmations, three select sessions, mobile app and welcome reception.
- Logo or listing as Platinum sponsor on Goodwill external and internal websites.
- Featured as Helms Award Sponsor.

### GOLD \$30,000

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- One speaking engagement opportunity at one Goodwill in-person conference.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone pre-recorded webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, two select sessions and mobile app.
- Logo or listing as Gold sponsor on Goodwill external and internal websites.
- Featured as Volunteer Graduate or Staff Award Sponsor.

### SILVER \$20,000

- Two tickets to two Goodwill in-person conferences.
- Two table-top exhibits at Goodwill in-person conferences.
- Three thought-leading sessions at Goodwill Business Solutions quarterly events and stand-alone pre-recorded webinars.
- Branding opportunities at four Goodwill conferences, including general session commercials, featured logo on conference websites, one conference session and mobile app.
- Logo and listing as Silver sponsor on Goodwill external and internal websites.



## SPECIAL EVENT \$5,000

- Two tickets to a selected Goodwill special event.
- One speaking engagement at event (where applicable).
- Thought leader presentation through one pre-recorded webinar.
- Logo featured on event website or email invitation or confirmations.
- Logo or listing as Special Event sponsor on Goodwill internal website.

## TARGETED \$3,500

Select one of the following virtual targeted opportunities:

- **Business Solutions Events** – Lead interactive sessions with Goodwill staff from targeted disciplines.
- **Branded Breaks** – Increase exposure with static ads or short videos during conference breaks.
- **Website Banners** – Grow awareness through a rotating banner ad on conference website.

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## AUTHORIZATION

I hereby authorize a sponsorship commitment to Goodwill Industries International for the following opportunity. Please note, a portion of your support may be considered a tax-deductible donation.

Please check the appropriate sponsorship level below.

- ☐ \$100,000 Diamond Sponsorship
- ☐ \$50,000 Platinum Sponsorship
- ☐ \$30,000 Gold Sponsorship
- ☐ \$20,000 Silver Sponsorship
- ☐ \$5,000 Special Event Sponsorship
- ☐ \$3,500 Targeted Sponsorship (enter selected option) \_\_\_\_\_
- ☐ I am unable to participate/attend but please find my donation of \_\_\_\_\_ enclosed.

\_\_\_\_\_  
Contact Name (printed)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company (for recognition purposes)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Billing Contact

\_\_\_\_\_  
Signature (printed name)

\_\_\_\_\_  
Date

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Goodwill Industries International will follow up with an agreement and invoice upon receipt of sponsorship commitment form. Please contact Naomi IHEME with any questions at (240) 333-5345 or [naomi.ihome@goodwill.org](mailto:naomi.ihome@goodwill.org). Thank you!