2023 SPONSORSHIP OPPORTUNITIES

GOODWILL INDUSTRIES INTERNATIONAL

Click here to confirm your sponsorship

For more information, contact Naomi Iheme
naomi.lheme@goodwill.org
Guidelines, Checklist & Timeline

Sponsorships are sold on a first-come, first-served basis

Click here to confirm your sponsorship
Follow timeline referenced to the right
For more information, contact Naomi Iheme

Sponsorships are guided by 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 Sponsor Right of Refusal
Nov 4 2022

Annual Sponsorship Commitment Deadline
Dec 22 2022

Contract Executions Deadline
Dec 28 2022
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

120 years of history of helping people train for jobs and providing supports

155 independent, community-based Goodwill organizations

3,300+ stores in the United States and Canada

120,000+ employees
GOODWILL INDUSTRIES INTERNATIONAL THANKS ITS YEAR 2023 SPONSORS

**Premium**
- Cash Monkey Software
- CINTAS
- Dell Reconnect
- ed2go
- Foresight Automation
- GoodwillFinds.com
- lyft
- Solutions
- thriftbooks

**Pillar**
- amazon business
- BMC
- Comcast Business
- DNHDW
- Epicor
- Fifth Third Bank
- Heluva Container
- Loomis
- My Career Advisor
- Neat Scan
- NetSpend
- Planet Gain
- Prolitec
- Shop Goodwill.com
- upright
- Wasteology
- Whitehouse & Schapiro, LLC
- Wilson

Sponsor opinions and recommendations do not constitute/infer an endorsement by GII.
**Sponsorships & Charitable Donations**

As a sponsor and supporter of Goodwill Industries International (GII), you’ll increase or reinforce awareness of your brand, generate corporate preference and foster brand loyalty among Goodwill leaders and staff.

At the same time, and more importantly, your sponsorship funds will help people overcome challenges to build skills, earn jobs and grow their careers through learning and the power of work. Charitable donation levels start at $5,000, dependent upon the sponsorship level selected.

<table>
<thead>
<tr>
<th>Annual</th>
<th>Targeted</th>
<th>Stand Alone</th>
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</thead>
<tbody>
<tr>
<td>PREMIER</td>
<td>ALL PACKAGES</td>
<td>THOUGHT LEADERSHIP</td>
</tr>
<tr>
<td>$30,000</td>
<td>$10,000</td>
<td>$2.500</td>
</tr>
<tr>
<td>$5,000</td>
<td>$10,000</td>
<td>$1.500</td>
</tr>
<tr>
<td>Base Charitable Donation</td>
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</tbody>
</table>

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.
Premier Sponsorship ($30,000)

**KEY BENEFITS**

- Two tickets to three Goodwill conferences.
- Table-top exhibit opportunities at each live conferences. Exhibit types are 6-ft x 2ft rectangular tables or 24 to 36-inch round cocktail tables.
- Speaking engagement at the November Connect conference.
- Special recognition at conference award ceremonies.
- Branding opportunities on:
  - Goodwill external facing website (Goodwill.org)
  - Goodwill’s internal facing site (MyGoodwill)
  - Goodwill annual conferences (conference website, app, keynote sessions, attendee email correspondence).
- 3 webinar opportunities to goodwill staff. Webinars are facilitated by GII.
- Tax-deductible charitable donation of $5,000
**Pillar Sponsorship ($20,000)**

**KEY BENEFITS**

- 2 tickets to three Goodwill conferences.
- Table-top exhibit opportunities at each live conference. Exhibit types are 6-ft x 2ft rectangular tables or 24 to 36-inch round cocktail tables.
- Branding opportunities on:
  - Goodwill’s internal facing site (MyGoodwill)
  - Goodwill annual conferences (conference website, app, keynote sessions, attendee email correspondence).
- 1 webinar opportunity to goodwill staff. Webinars are facilitated by GII.
- Tax deductible charitable donation of $10,000.
Targeted Sponsorships ($10,000)

1. General Session Keynote Sponsorship
Expand your brand through brief remarks delivered at a conference’s general session. Keynote sponsorship includes sponsor’s 1-minute commercial and 1-minute of brief remarks at a general session, attended by 100% of conference attendees.

2. Breakout Session Keynote Sponsorship
Generate leads through brief remarks delivered to a targeted conference audience during a breakout session or track. Keynote sponsorship includes sponsor’s 1-minute commercial and 1-minute of brief remarks.

3. Conference Breakfast Sponsorship (Connect Conference Only)
Enjoy the opportunity to educate existing or prospective clients through a presentation at one of the conference breakfasts. Audio visual, food & beverage costs are additional.

4. Session sponsorship (Connect Conference only)
Engage in-person and off-site conference participants with provoking and engaging thought-leadership

All 4 opportunities include:
• Branding at sponsor-selected event (Conference website & mobile app)
• 1-minute commercial/video
These options do NOT include a tabletop in the sponsor area.
Standalone Sponsorships ($1,500 - $2,500)

Thought leadership ($2,500)
1. Sponsor hosted webinars – Educate registrants with 30 minutes of informational content. Sponsors may host up to 3 webinars/year. Microsoft Teams or Zoom are our preferred platforms.
2. 2-minute commercial/video – Inform and educate attendees through a short video aired at any of GII conference general or breakout sessions.

Advertising ($1,500 - $5,000)
1. Conference Neckwallet sponsorship – promote your brand on the conference lanyards/neckwallets. ($4,500)
2. Sponsored dinners or happy hours - Connect with 25 or less Goodwill staff during a conference sponsored dinner or happy hour. The cost of audiovisual equipment, food/beverage consumed by participants are additional. ($1,500)
3. Promotional item sponsorships – Expand your brand by sharing a corporate branded or location specific promotional item with attendees. Items will be handed to attendees during onsite registration. ($1,500).
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 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.

The Connect conference is the conference for 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.

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# GII 2023 Conference Dates

<table>
<thead>
<tr>
<th>EVENT</th>
<th>ANNUAL MEETING OF THE CONFERENCE OF EXECUTIVES (AMCOE)</th>
<th>DELEGATE ASSEMBLY (DA)</th>
<th>CONNECT CONFERENCE (CC)</th>
</tr>
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<tbody>
<tr>
<td>SPONSOR FORMAT</td>
<td>In-Person</td>
<td>In-Person</td>
<td>In-Person</td>
</tr>
<tr>
<td>ATTENDEES</td>
<td>200</td>
<td>300</td>
<td>400</td>
</tr>
<tr>
<td>ATTENDEE PROFILE</td>
<td>CEOs Executive Development Program (EDP) Participants</td>
<td>CEOs Board Members EDP Participants</td>
<td>Multiple Disciplines</td>
</tr>
<tr>
<td>Dates</td>
<td>March 5 – 8 Greenville, SC</td>
<td>June 25 – 27 Anchorage, AK</td>
<td>November 13 – 15 Long Beach, CA</td>
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Changes may be made to sponsored events and/or experiences offered due to future implications and restrictions of COVID.