

JOB CONNECTION
building lives that work

2023 SPONSORSHIP OPPORTUNITIES

GOODWILL INDUSTRIES INTERNATIONAL

[Click here to confirm your sponsorship](#)

For more information, contact Naomi Iheme
naomi.iheme@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 Itheme](#)

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.

Nov 4
2022

Current Sponsor Right of Refusal

Dec 22
2022

Annual Sponsorship Commitment
Deadline

Dec 28
2022

Contract Executions Deadline



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

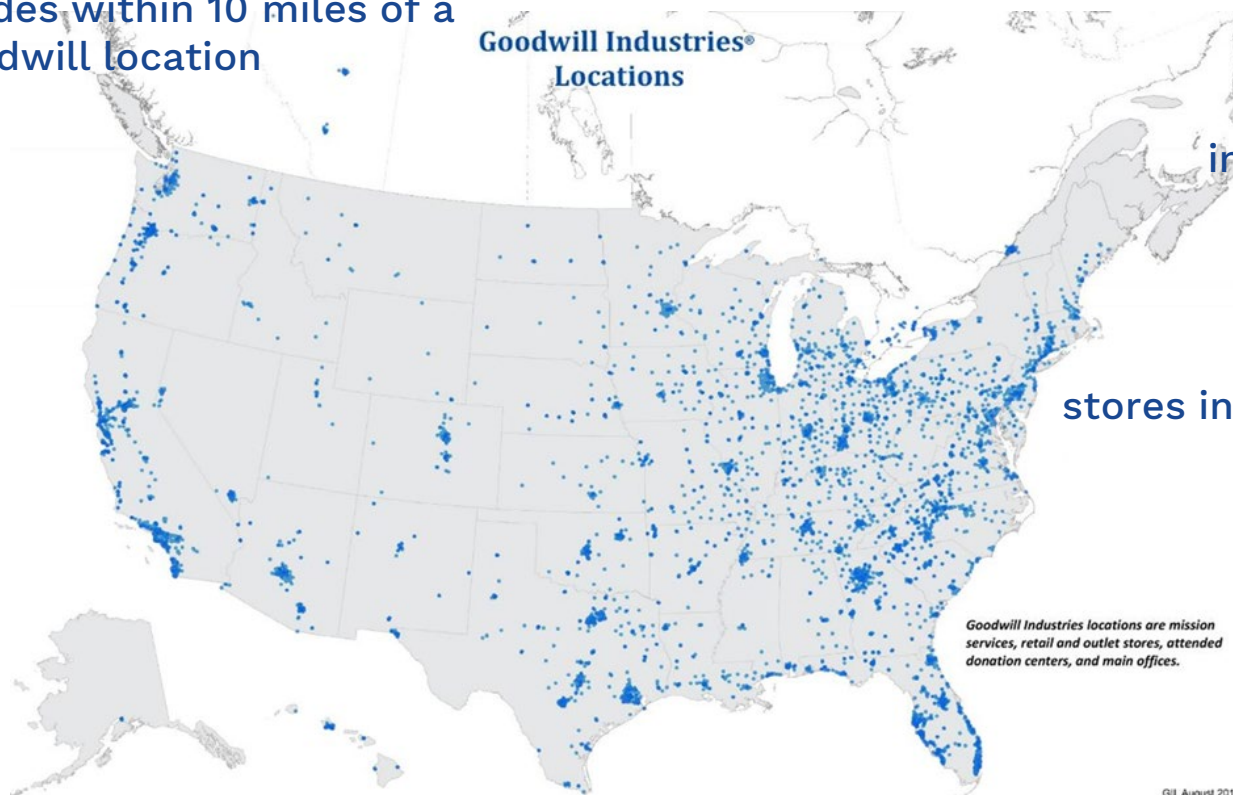
independent, community-based
Goodwill organizations

3,300+

stores in the United States and Canada

120,000+

employees



GOODWILL INDUSTRIES INTERNATIONAL THANKS ITS YEAR 2023 SPONSORS

Premium



Pillar



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.

Annual		Targeted	Stand Alone	
PREMIER	PILLAR	ALL PACKAGES	THOUGHT LEADERSHIP	ADVERTISING
\$30,000	\$20,000	\$10,000	\$2,500	\$1,500
\$5,000	\$10,000			
Base Charitable Donation				

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



Annual Sponsorships



Pillar Sponsorship (\$20,000)

KEY BENEFITS

2 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.

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)

OPTIONS AND BENEFITS

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



Standalone Sponsorships (\$1,500 - \$2,500)

OPTIONS & BENEFITS

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).

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.



Connect Conference

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

EVENT	ANNUAL MEETING OF THE CONFERENCE OF EXECUTIVES (AMCOE)	DELEGATE ASSEMBLY (DA)	CONNECT CONFERENCE (CC)
SPONSOR FORMAT	In-Person	In-Person	In-Person
ATTENDEES	200	300	400
ATTENDEE PROFILE	CEOs Executive Development Program (EDP) Participants	CEOs Board Members EDP Participants	Multiple Disciplines
Dates	March 5 - 8 Greenville, SC	June 25 – 27 Anchorage, AK	November 13 – 15 Long Beach, CA

Changes may be made to sponsored events and/or experiences offered due to future implications and restrictions of COVID.