



# Mission Optimization Learning Event (MOLÉ)

## SPONSOR PROSPECTUS

Goodwill Industries International

### CONTACT

**Naomi Iheme**

Manager, Partner  
Engagement

Direct: (240) 333-5345

Fax: (301) 258-0578

[naomi.iheme@goodwill.org](mailto:naomi.iheme@goodwill.org)

Exhibit registration begins  
Friday, June 30.

[Use this link to reserve your spot.](#)

# About the Event

The **Goodwill Mission Optimization Learning Event (MOLÉ)** is a three-day in-person interactive learning experience held by Goodwill Industries International (GII) for local Goodwill teams.

The goal is to deepen their understanding of Goodwill's best-in-class framework, called the **Opportunity Accelerator™ (OA)**, and provide proven tools and resources for serving individuals in their community.

Attendees include those performing mission-focused roles in the field, such as mission leaders, career navigators and coaches, program managers, data professionals, business development professionals, and more.

**Conference Location: Kentucky International Convention Center, Louisville**

**Conference Dates: September 12 – 14, 2023**

**Exhibit Dates: September 12 – 13**

**Exhibit Location: Hall C**

**Exhibit Hours: 7:30 – 5pm\***

\*Exhibit hours are during breakfast, breaks and resource fair hours





# Goodwill® Opportunity Accelerator™ Objectives

*The Opportunity Accelerator will...*



Equip job seekers with access to the resources needed to **obtain employment, advance in their careers and experience economic mobility.**



Engage Goodwill team members and partners with best-in-class resources that allow them to **enhance workforce development services, expand supporting partnerships, and increase impact.**



Collaborate with national partners to **connect Goodwill members and their communities to resources.**



Engage in advocacy and public relations to **educate and promote the success of the Opportunity Accelerator.**

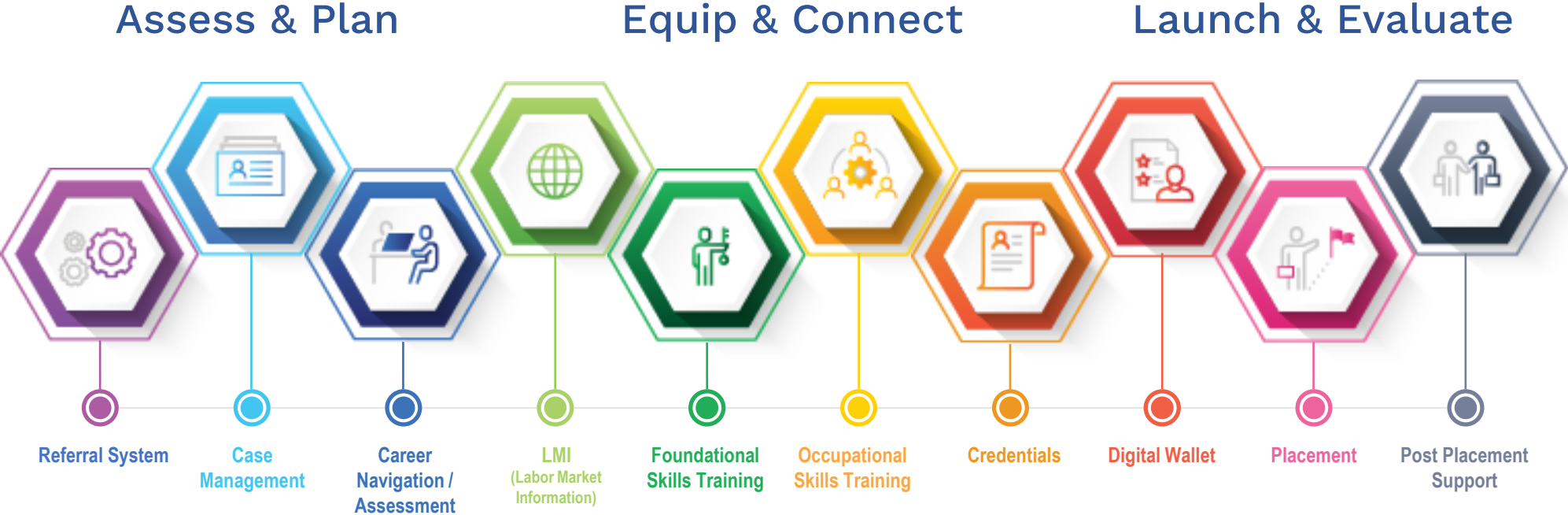


# Opportunity Accelerator™ (OA)

## Operating System Producing Consistently Better Outcomes



Strategy to Accelerate Opportunity



*It Works*



*All Populations*

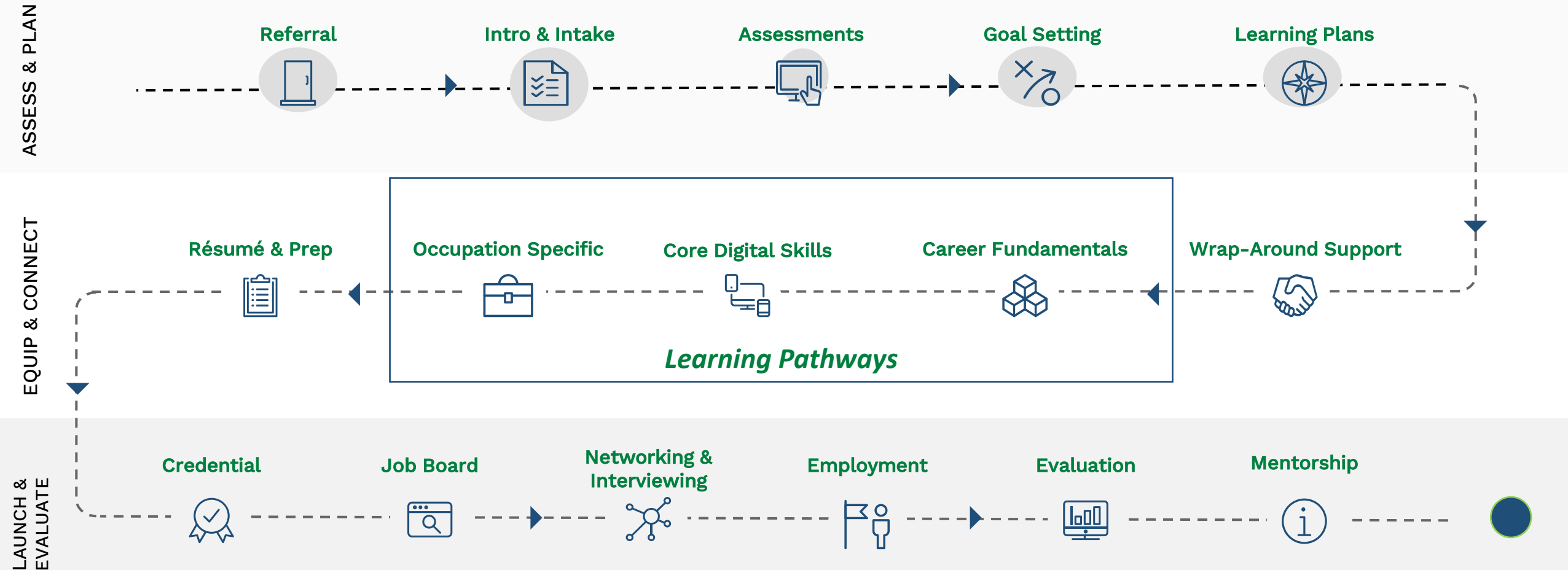


*All industries*



*All Locations*

# Goodwill Opportunity Accelerator Framework



# Why Sponsor or Exhibit at the MOLÉ?



## **BUILD RELATIONSHIPS AND MARKET YOUR ORGANIZATION.**

Participate in valuable networking opportunities that allow you to personally introduce yourself to potential customers, build upon your standing relationships, demonstrate industry innovations and distribute samples of your products.



## **ALIGN WITH THE GOODWILL® BRAND.**

When you exhibit at a Goodwill conference, you will support and help strengthen local Goodwill organizations across the U.S. and Canada, which employ more than 130,000 and whose services benefit nearly 2 million people each year. Your organization will have the opportunity to expand its sales revenue and reach audiences it may otherwise leave untapped.



## **CHANGE LIVES.**

For millions who face inequity in pursuing opportunity, Goodwill provides critical support so they can empower themselves to earn good jobs and begin fulfilling careers. We do this by selling donated items that fund job training, skills development, employment placement and support services that meet individuals where they are in life. When you partner with Goodwill, you become a part of that solution.



# Sponsorships & Exhibits

Enhance your ROI potential with sponsorships and exhibits

## MOLÉ OA Track Sponsor (\$30,000)

- OA Track Sponsor & Speaker
- Welcome Reception Sponsor
- Neck wallet Co-sponsor
- Prominent Single Booth Placement
- Branding Opportunity on Conference Website/App

## MOLÉ Anchor Sponsor (\$15,000)

- General Session Sponsor\*
- Session Panelist/Support Sponsor
- Conference Bag Co-sponsor
- Prominent Single Booth Placement
- Branding Opportunity on Conference Website/App

\*Includes one-minute remarks + one minute video commercial

## MOLÉ À La Carte Sponsorships:

- Dine-Around Sponsor: \$2,500 + F&B

## MOLÉ Support Sponsor (\$10,000)

- MOLÉ Handbook Sponsor
- Breakfast & Break Sponsor
- Prominent Single Booth Placement
- Branding Opportunity on Conference Website/App

## MOLÉ Bronze Sponsor (\$5,000)

- Conference Bag Insert Option
- Single Booth
- Branding Opportunity on Conference Website/App

## MOLÉ Exhibitor (\$3,000)

- Single Booth
- Branding Opportunity on Conference Website/App

\*A la carte options do not include table tops or booths exhibits as benefits.



# Exhibiting Details

## **Sponsor/Exhibitor Eligibility:**

Workforce Development  
Hiring Organizations  
Training and Human Resources

## **Exhibit Dates:**

September 12-13

## **Exhibit Location:**

Kentucky International  
Convention Center  
North Hall C

## **Estimated Goodwill**

### **Attendees:**

300 – 450

## **Exhibit Types:**

10 x 10 Booths

## **Sponsor/Exhibit Fees:**

Exhibitor: \$3000  
Bronze: \$5,000  
Supporting: \$10,000  
Anchor: \$15,000

## **Booth Package Includes:**

- One (1) skirted 6' x 2' table
- Two (2) side chairs
- Two (2) "Exhibit Hall Only" passes
- One (1) wastebasket

## **Additional Exhibitor Expenses Include:**

- Additional exhibitor passes (\$500 per/person)
- Audio visual equipment and accessories
- Booth carpet
- Certificate of insurance
- Electricity
- Shipping and handling

## **Exhibitor Kit:**

See registration site - Registration open June 26  
Limited exhibit opportunities – Prior to  
registration [use this link to hold your spot.](#)

## **General Service Contractor:**

Fern Expositions





# Exhibiting Application Details

## Application Procedures

- Exhibit reservation must be completed online. Registration begins Monday, June 26. [Use this link to reserve your spot.](#)
- Exhibitor must agree to [GII Exhibit Terms and Conditions](#).
- All registering organizations will be subject to a review process by GII.

## Review Criteria:

- Organizations must have workforce development, HR, training and career navigation as core areas of business.
- Organization must be incorporated in the U.S. or Canada.
- Organization's records must be verifiable with public tools such as Dun and Bradstreet, Better Business Bureau or similar.

## During registration, all exhibitors must upload the following:

- A valid certificate of insurance. See registration site to view certificate of insurance requirements.
- Current company logo in .jpeg and .png formats.



**Ready to exhibit or sponsor the MOLÉ?**  
**Use this link to reserve your spot today.**