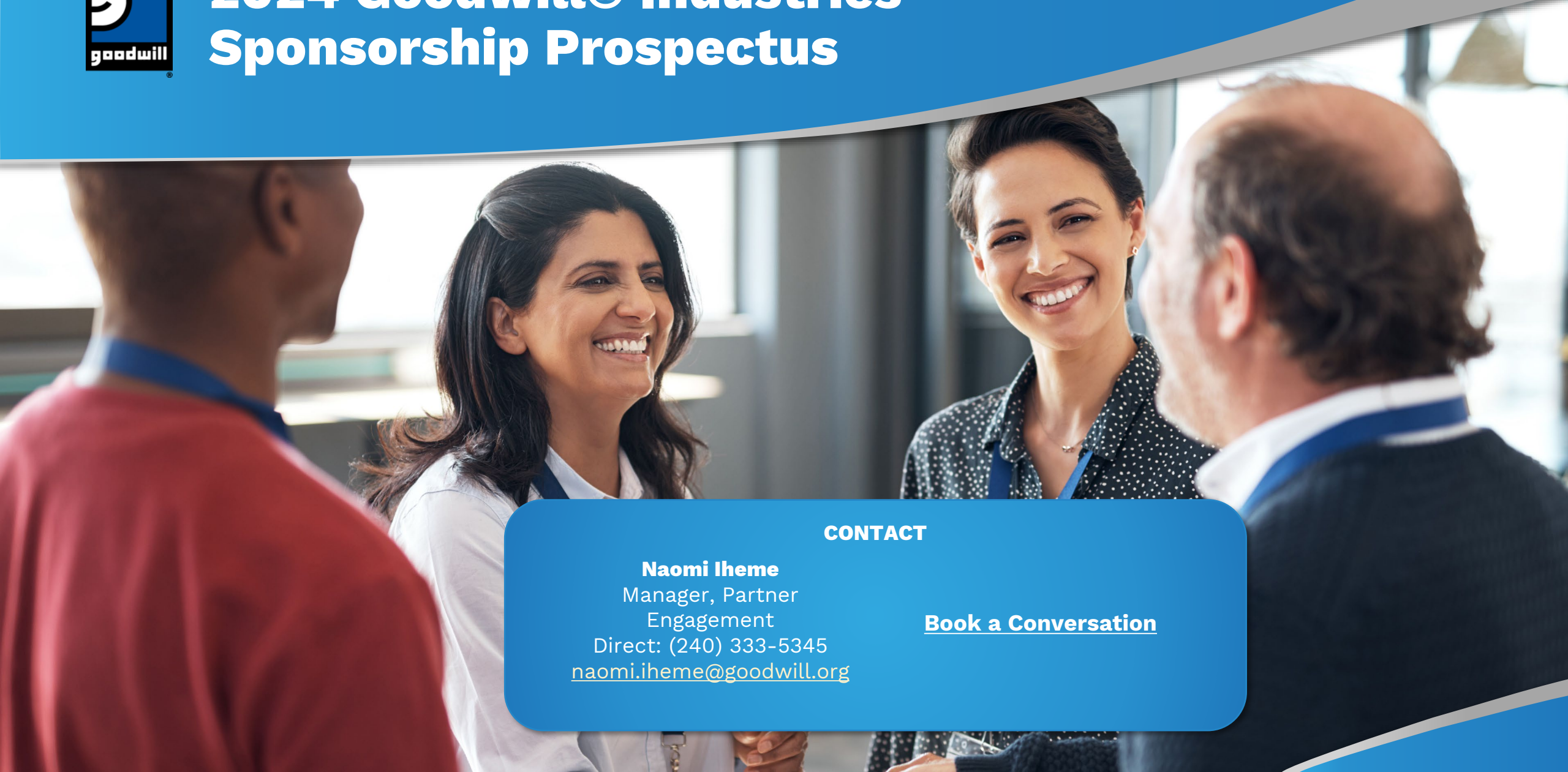




2024 Goodwill® Industries Sponsorship Prospectus



CONTACT

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[Book a Conversation](#)

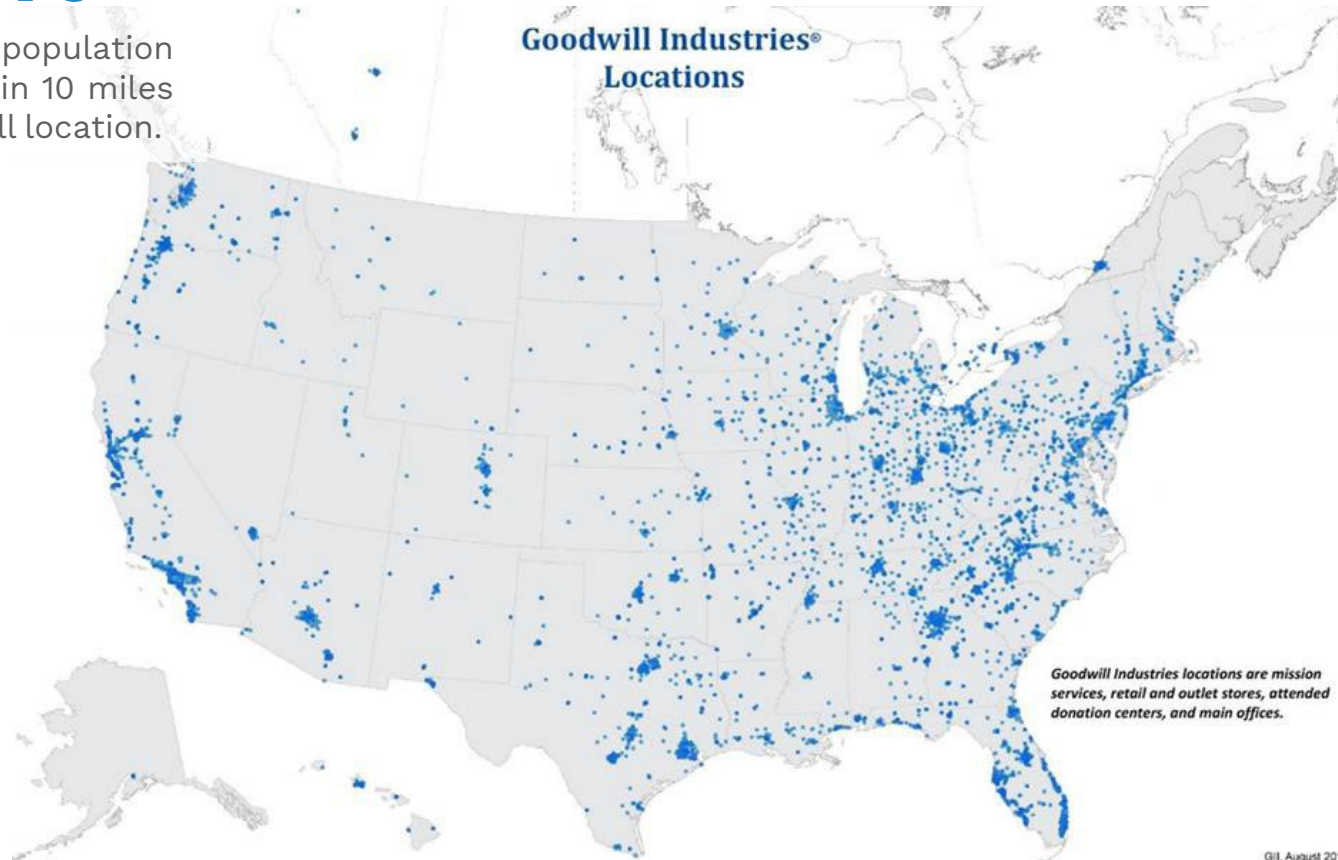
Goodwill® works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work.



Our Network's Reach

83%

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



120+

years of helping people build skills for careers and providing supports

154

independent regional Goodwill organizations

3,300

stores in the U.S. and Canada

650+

career centers in the U.S. and Canada

130,000+

employees

Millions Use Goodwill Services

87%

have a high school diploma or less

148k+

are youth up to age 24

48k+

are veterans and military family members

55%

represent Black, Indigenous and persons of color

182k+

are older workers ages 55+

53k+

have been impacted by the justice system

55%

identify as female

155k+

report disabilities

28k+

Identify as being houseless



Goodwill Industries International Thanks its 2023 Sponsors

Premium



Pillar



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.



Sponsorship Big Picture

Annual Sponsorships

ANCHOR

\$50,000

\$15,000

PREMIER

\$30,000

\$10,000

Annual Base Charitable Donation Levels

Targeted Sponsorships

ALL PACKAGES

\$15,000

\$5,000

Target Base Charitable Donation Level

Conference Dates

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 if we need to implement any modifications to the event format, programs or experience.

Event	Annual Meeting of the Conference of Executives (AMCOE)	Delegate Assembly (DA)	Connect Conference	Mission Optimization Learning Event (MOLÉ)	Sustainability Summit
Sponsor Format	In-Person	In-Person	In-Person	In-Person	In-Person
Attendees	200	300	500	400	400
Attendee Profile	CEOs Executive Development Program (EDP) Participants	CEOs Board Members EDP Participants	Multiple Disciplines	Workforce Development Grants Resource Development Fundraising	All Departments All Levels
2024 Dates	Mar. 3 - 6 New Orleans, LA	Jun. 23 – 25 Ft. Worth, TX	Nov 10 - 14 Atlanta, GA	September Location TBD	August Washington DC

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

Delegate Assembly (DA) 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

The Goodwill Connect conference is 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, ecommerce and more.



MOLÉ

The Misson Optimization Learning Event (MOLÉ) is designed to equip local Goodwill organizations with access to training, tools and resources needed to optimize mission results using the Opportunity Accelerator™ (OA) model, tools and resources. Attendees will leave the event with actionable items that can be immediately implemented at their local Goodwill.



SUSTAINABILITY

The Sustainability Summit is the first of its kind in Goodwill's 120+ year history. The 2024 Goodwill Sustainability Summit will convene the Goodwill network on the three organizational pillars of people, planet and prosperity. This event will bring together individuals from all departments and levels within local Goodwill organizations, as well as high-profile external speakers, and will emphasize collaboration, learning and action.

Anchor Sponsorship \$50,000

- Two tickets to all five Goodwill conferences.
AMCOE, DA, CONNECT, MOLÉ & SUSTAINABILITY
- Exhibit at all five conferences. Exhibit types are six feet by two feet rectangular tables or 24 to 36 inch round or square cocktail tables.
- Speaking engagement at any of three conferences – MOLÉ, CONNECT OR SUSTAINABILITY.
- VIP seating and recognition at the CEO attended conference award ceremonies.
- Branding opportunities on:
 - Goodwill's external facing website (Goodwill.org)
 - Goodwill's internal facing site (Goodwill Exchange)
 - All five Goodwill annual conference websites, mobile apps & attendee correspondences
- Quarterly webinars to Goodwill staff: webinars are facilitated by GII

Tax-deductible charitable donation of \$15,000.



Premier Sponsorship \$30,000

- Two tickets to three Goodwill conferences:
AMCOE, DA, CONNECT
- Exhibits at the three conferences above. Exhibit types are six feet by two feet rectangular tables or 24 to 36 inch round or square cocktail tables.
- Speaking engagement at the Goodwill Connect conference.
- Special recognition at conference award ceremonies.
- Branding opportunities on:
 - Goodwill's external facing website (Goodwill.org)
 - Goodwill's internal facing site (Goodwill Exchange)
 - The three Goodwill annual conference websites, mobile apps & attendee correspondences
- One webinar to Goodwill staff: webinars are facilitated by GII.

Tax-deductible charitable donation of \$10,000.



Target Sponsorship \$15,000

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 one general session, attended by 100% of conference attendees.

2. Welcome/Engagement Sponsorship

Gain recognition through brand exposure at breakfasts and breaks. W/E Sponsorship Includes sponsor's 1-minute commercial and 1-minute remarks at the Welcome Reception.

3. Breakout Session Keynote Sponsorship*

Generate leads through brief remarks delivered to a targeted conference audience during a breakout session, affinity group or track. Keynote sponsorship includes sponsor's 1-minute commercial and 1-minute of brief remarks.

4. Session sponsorship*

Engage in-person and off-site conference participants with provoking and engaging thought-leadership. Sponsorship includes 30-minute leadership content.

All Target Sponsorship opportunities include:

- Two (2) tickets to selected Goodwill conferences.
- One (1) table-top exhibit opportunities at the selected sponsored conference.
- One (1) exhibit showcase of a 6-ft x 2ft rectangular table or 24 to 36-inch round/square cocktail table.
- Branding opportunities on:
 - Goodwill's external facing website (Goodwill.org)
 - Goodwill's internal facing site (Goodwill Exchange)
 - Goodwill annual conference website, mobile & attendee correspondences

Tax-deductible charitable donation of \$5,000

*Excludes AMCOE and Delegate Assembly



Guidelines, Checklist & Timelines

Sponsorship Commitment Form

Dec. 15,
2023

Current Sponsor Right of Refusal Deadline

Dec 21,
2023

New Sponsor Commitment Deadline

Dec. 29,
2023

Contract Executions Deadline

Jan. 31,
2024

Payment Due

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.