



Goodwill® Mission Optimization Learning Event

September 14-17, 2026 | The Diplomat Beach Resort | Hollywood, FL

Sponsorship Prospectus

The Heat is On: Igniting Workforce Innovation

The Goodwill Mission Optimization Learning Event (MOLÉ) is a 3-day in-person interactive learning experience held by Goodwill Industries International (GII) for 150 community-based Goodwill teams. The conference goal is to deepen their understanding of the best-in-class workforce development framework, called the Goodwill Opportunity Accelerator® (OA), and provide proven tools and resources for supporting individuals in their communities.

Who Attends?

- **Goodwill Network:** 400-500 mission-focused staff from around the country, including Goodwill employees focused on career navigation, fundraising, resource development and workforce development.
- **External Audience, Invite-only:** Select external partners, vendors and mission-aligned supporters who share Goodwill's commitment to community impact.

Who Should Sponsor MOLÉ?

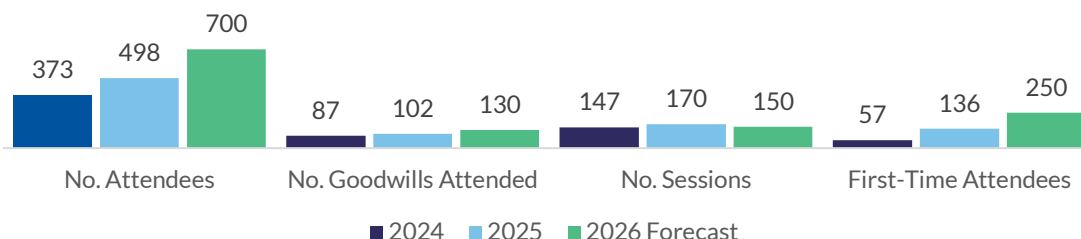
- **Organizations looking to engage directly with mission-focused Goodwill leaders** and decision makers from across the national network.
- **Those who want to help shape the future of workforce development,** economic mobility, and community-based employment solutions.
- **Employers, funders and service providers seeking to align their brand with the OA** and demonstrate commitment to proven, best-in-class workforce innovation and community impact.

About Goodwill

Goodwill is the largest nonprofit workforce development network in North America. With nearly 125 years of experience, we play a significant role in powering the circular economy as the largest player in the secondhand market in North America.

We are America's neighbor, with a Goodwill location within 10 miles of 83% of the U.S. population. Through our 3,400+ stores, we recovered the value of over 4.4 billion pounds of donated products in 2024 that supported workforce development and other community-based services for more than 2.1 million people.

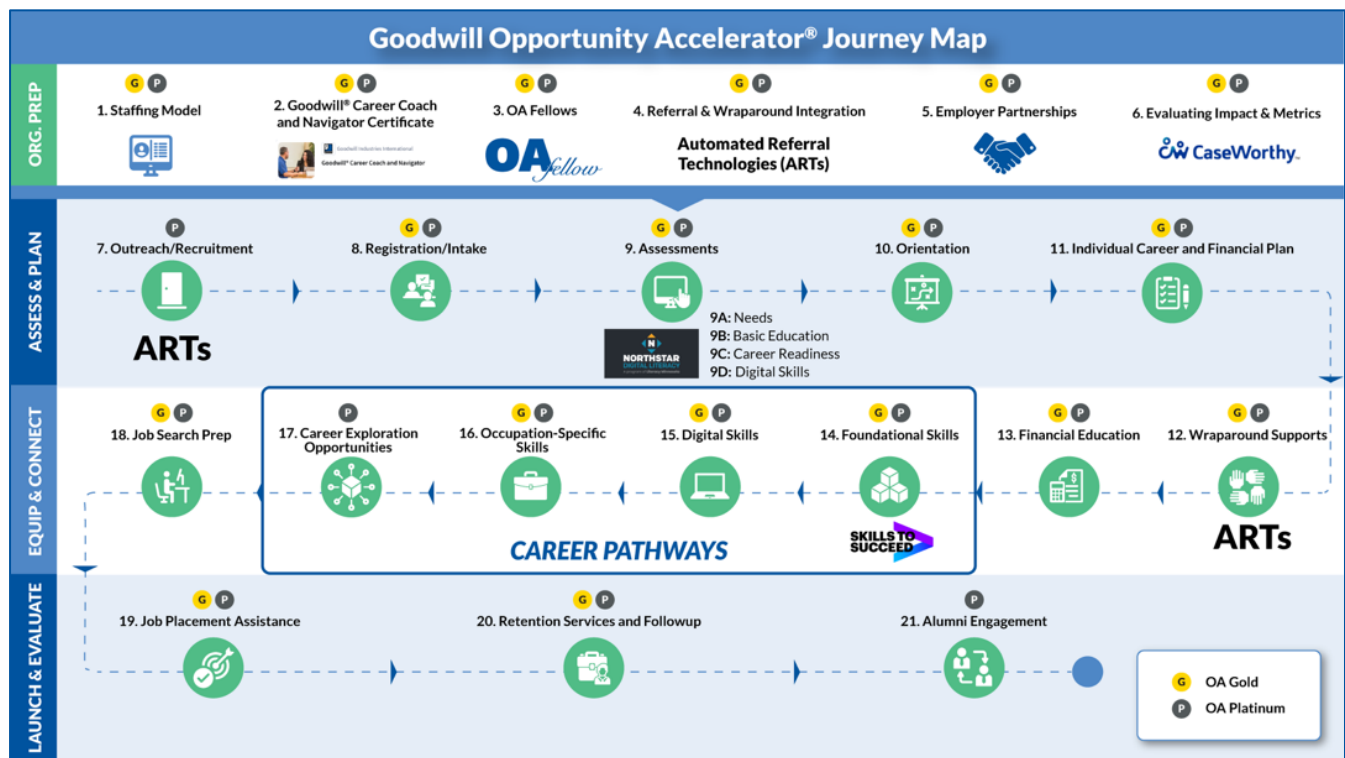
Highlights from Past MOLÉ Conferences:



What is the Opportunity Accelerator® (OA)?

The Goodwill Opportunity Accelerator, depicted below, is designed to:

- **Equip job seekers** with access to the resources needed to obtain employment, advance in their careers and experience economic mobility.
- **Engage best-in-class resources** to enhance workforce development services, expand supporting partnerships and increase impact.
- **Encourage engagement 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 OA.



Past MOLÉ Sponsors



2026 MOLÉ Sponsorship Options

Shared Benefits for Most MOLÉ Sponsorship Opportunities

Unless otherwise noted, MOLÉ sponsors receive the following standard benefits:

- **Conference registration tickets** (qty varies by level; additional tickets available for purchase at \$1,000 each).
- **One table-top exhibit** opportunity at MOLÉ. Exhibits include six-foot by two-foot rectangular tables or 24- to 36-inch round/square cocktail tables.
- **Branding recognition** on Goodwill Exchange and the MOLÉ conference website, mobile app and attendee communications.
- **Thought leadership opportunities**, including sponsored newsletters to Goodwill staff and sponsored webinars facilitated by GII and marketed to the Goodwill network. *All newsletter and webinar content must be initiated and completed by December 31, 2026.*

MOLÉ Platinum Sponsor _____ \$50,000

- **General Session Keynote Sponsorship** – One-minute commercial plus one minute of brief remarks during a general session attended by 100% of conference attendees.
- **Breakfast branding sponsorship** – Attended by 100% of conference attendees.
- **Conference bag sponsorship.**
- **Learning track or deep dive track sponsorship** – Breakout sessions attended by targeted groups.
- **Table-top Exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **Two (2) newsletters AND two (2) webinars** to Goodwill staff.
- **Four (4) conference tickets.**

MOLÉ Gold Sponsor _____ \$30,000

General Session Keynote Sponsorship – One-minute commercial plus one minute brief remarks during a luncheon session.

- **Happy hour or hosted dinner sponsorship.**
- **Learning track or deep-dive track sponsorship** – Breakout sessions attended by targeted groups.
- **Table-top Exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

MOLÉ General Keynote Sponsor _____ \$25,000

- **General Session Keynote Sponsorship** – One-minute commercial plus one minute of brief remarks during a general session
- **Table-top Exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

MOLÉ Presenting Sponsors _____ \$20,000

- **Featured Session Sponsorship** – Sponsor a 30- to 90- minute thought leadership presentation, with content delivered by your organization.
- **Table-top Exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

MOLÉ Breakout, Luncheon, or Award Keynote Sponsor _____ \$15,000

- **Targeted keynote sponsorship** – One-minute commercial plus one minute of brief remarks during a breakout, luncheon, award presentation, MOLÉ Night Out or affinity session.
- **Table-top Exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

MOLÉ Employer by Invitation Only _____ \$5,000

- **By Invitation Only** – Any company wishing to attend must demonstrate how they currently hire from Goodwill locations.
- **Participation in the Employer Connect Panel** – Organizations already hiring Goodwill participants are encouraged to join us to engage directly with Goodwill attendees.
- **Table-top Exhibit in the MOLÉ Employer Connect zone.** Exhibits are 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

MOLÉ Exhibitor _____ \$10,000

- **Table-top exhibit** – Exhibits are 6-feet by 2-feet rectangular tables or 24- to 36-inch round/square cocktail tables.
- **One newsletter AND one webinar** to Goodwill staff.
- **Two (2) conference tickets.**

ADDITIONAL OPPORTUNITIES

Employer Connect Networking _____ \$2,500

- One-day event for hiring sponsors to engage one-on-one with Goodwill staff.
- Branding displayed on session overhead screens and mobile app as **Employer Connect Sponsor.**

Learning Track / Deep Dive _____ \$2,500

- Enjoy the benefit of brand alignment and **recognition throughout a session track.**
- Branding displayed on session overhead screens and mobile app as **Track Sponsor.**

MOLÉ Night Out _____ \$2,500

- **Grow your brand at MOLÉ Night Out.** The night out is designed to be a collection of high engagement stations for all attendees.
- Branding displayed on session overhead screens and mobile app as the **MOLÉ Night Out Sponsor.**

MOLÉ Sponsored Lounge _____ \$2,500

- Enjoy the benefit of a **lounge** for meetings, conference entertainment and engagement.
- Branding displayed on session overhead screens and mobile app as **Lounge Sponsor.**

To learn more about opportunities to partner with Goodwill, book a meeting with our sponsorships team.

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RESERVE NOW ↗

BOOK A MEETING ↗