YOUR SUPPORT HAS THE POWER TO *CHANGE LIVES.*



Goodwill® is the largest workforce development nonprofit in North America, powered by more than 3,500 thrift stores and outlets and a network of 150 local, autonomous organizations across the U.S. and Canada, with a presence in three other countries. Each local Goodwill tailors programs to the needs of the job seekers and employers in its community — all funded by shoppers, donors and partners like you.

OUR ANNUAL IMPACT

LEARN MORE ABOUT OUR IMPACT:
WWW.GOODWILL.ORG/ANNUAL-REPORT

1.9 million
people used Goodwill employment and support services

4.6 billion
pounds of used goods diverted from landfills

82.6%
of the U.S. population lives within 10 miles of a Goodwill store

125+
years providing training and support to job seekers

HOW YOUR SUPPORT TRANSFORMS COMMUNITIES

Stable employment has a ripple effect: it strengthens individuals, families and entire communities. Your sponsorship directly fuels Goodwill Industries International (GII) programs that help people overcome barriers, gain skills and secure good jobs.

WHAT YOUR SPONSORSHIP MAKES POSSIBLE

As a GII sponsor, your organization benefits from:

- Visibility and brand affinity among Goodwill leaders and staff
- Stronger business relationships and new networking opportunities
- Access to new audiences and potential customers
- Opportunities to showcase innovations and share product samples

Your support helps individuals access job training, skills development, employment placement and wraparound services that meet people wherever they are in life.

LEGACY CONFERENCES AND RETAIL CONFERENCES

As a sponsor, you will have access to showcase your organization and network at a variety of Goodwill conferences, listed below. Depending on sponsorship level, your company will benefit from marketing opportunities and outlets for recognition.

CONFERENCE	ATTENDEES	ATTENDEE PROFILE	2027 DATES	2028 DATES
Annual Meeting of the Conference of Executives (AMCOE)	200	CEOs, EDP*	February 21-24 San Antonio, TX	Orlando, FL February 2028
Donated Goods Retail Optimization Learning Event (DGROLE)	200	Retail	March 16-17 Orlando, FL	March 2028
Delegate Assembly (DA)	300	CEOs, EDP*, Board Members	June 27-29 Colorado Springs, CO	June 25-27 Cleveland, OH
Donated Goods Retail Optimization Learning Event (DGROLE)	200	Retail	September 21-22 Indianapolis, IN	September 2028
Goodwill Connect (CONNECT)	600-700	Directors, C-Suite, Retail, Mission, Marketing, IT	November 7-11 Boston, MA	November 2028

LEADERSHIP PROGRAM CONFERENCES - BRANDING ONLY EVENTS

CONFERENCE	ATTENDEES	ATTENDEE PROFILE	FOCUS	2028 DATES
Executive Development Program (EDP)	15	Senior Leaders	CEO Training	Apr 12-16 | Oct 10-15 Monthly virtual sessions
Senior Leader Program (SLP)	80	Senior Mid-Level and Leaders	Leadership Training	Apr 12-16 | Aug 15-20 May 24-28 | Oct 10-15

ANNUAL SPONSORSHIP LEVEL OPTIONS

Why Sponsor Goodwill Events?

- **Build Relationships:** Connect directly with Goodwill professionals and decision-makers across the network
- **Increase Brand Visibility:** Gain recognition across conference websites, mobile apps, exhibits, and communications
- **Thought Leadership:** Present, sponsor sessions, and deliver content that positions your organization as an industry leader
- **Strengthen Market Reach:** Expand your presence across more than 150 Goodwill organizations
- **Drive Social Impact:** Support programs that help individuals build skills, secure employment, and strengthen communities

BENEFITS	VISIONARY $100,000	ANCHOR $50,000	PREMIER $30,000	DGROLE GOLD $30,000
National Conferences	3	3	3	—
Retail Conferences	2	1	—	2
Tickets per Conference	4	4	2	2
Conference & Digital Branding	✓	✓	✓	✓
Video Placement	Mainstage Priority Video Spot	General Session Priority Video Spot	General Session Video Spot	1 Session Video Spot
Speaking/Session Opportunity	CONNECT Presenter	CONNECT Presenter	CONNECT Presenter	DGROLE Breakout Sponsor (1)
DA Banquest Table (10 Tickets)	1	—	—	—
EDP-SLP Vision Sponsorship	✓	✓	—	—
Newsletter Articles	4	4	1	1
Webinars to Goodwill	4	4	1	1
Network Insight Reports (HQs)*	✓	✓	✓	✓
Tax Charitable Deduction	$30,000	$15,000	$10,000	$10,000

TARGET SPONSORSHIPS

Target specific Goodwill audiences to sponsor by opting for targeted sponsorships. Target sponsorships offer exhibit options and key high-visibility spotlights to augment your brand exposure at the conference. Thought leadership options at conferences and beyond are also available. Charitable donation levels start at $5,000, dependent upon the sponsorship level selected.

AMCOE or DA Target Sponsorships
$25,000: General Keynote Sponsor
$25,000: DA Visionary Banquet
$20,000: Welcome Sponsor

CONNECT & DGROLE Target
$25,000: General Session Keynote
$20,000: Session Presenter
$15,000: Welcome Reception
$15,000: Breakout Keynote

Leadership Development Target Sponsorships
$10,000: Webinar Program Sponsor
$5,000: EDP-SLP Vision Sponsor
$5,000: Goodwill Academy LMS Sponsor

GENERAL KEYNOTE SPONSOR: $25,000

100% High Visibility at General Session

- 1-minute Video Ad + 1-minute Remarks
- One Exhibit Showcase
- Two tickets
- Two Newsletter spotlight articles
- Two webinars to Goodwill
- *Tax Charitable Deduction $10,000*

SESSION SPONSOR: $20,000

Session Presentation

- Education Content Provider + Lead Generation
- One Exhibit Showcase
- Two tickets
- One Newsletter spotlight articles
- One webinar to Goodwill
- *Tax Charitable Deduction $5,000*

WELCOME SPONSOR: $15,000

High Visibility at Welcome Reception

- 1-minute Video Ad + 1-minute Remarks
- One Exhibit Showcase
- Two tickets
- One Newsletter spotlight article
- One webinar to Goodwill
- *Tax Charitable Deduction $3,500*

BREAKOUT SESSION SPONSOR: $15,000

Targeted Session Spotlight

- 1-minute Video Ad + 1-minute Remarks
- One Exhibit Showcase Opportunity
- Two tickets
- One Newsletter spotlight article
- One webinar to Goodwill
- *Tax Charitable Deduction $3,500*

EXHIBITOR: $10,000

- One Conference (CONNECT)
- One Exhibit Showcase Opportunity
- Two tickets per conference
- Branding on conference site, mobile app, Goodwill.org & Goodwill internal site
- One Newsletter spotlight article
- One webinar to Goodwill
- *Tax Charitable Deduction $1,000*

SCAN HERE FOR DETAILS

OR VISIT
goodwill.org/sponsorships

SCAN HERE TO BOOK A MEETING