

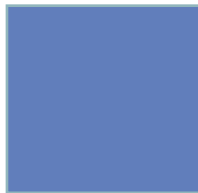


# 2017 IMPACT LUNCHEON

EVENT PARTNERSHIP OPPORTUNITIES



*Changing lives through education, training and employment*



Presented by **American Paper & Twine Co.**

# EVENT PARTNERSHIP PROPOSAL

**2017 Impact Luncheon**  
**Thursday, November 9, 2017 | 11:00 a.m. - 1:00 p.m.**  
**Music City Center • 201 5th Ave. S., Nashville, TN 37203**

Goodwill is proud to host the 9th annual Impact Luncheon. This annual celebration recognizes individuals who have achieved great success in their lives with the help of Goodwill. Awards are also presented to community partners who go beyond the call of duty to help fulfill Goodwill's mission of changing lives through education, training and employment.

Approximately 300 guests representing community, corporate and nonprofit leaders join Goodwill each year to celebrate the power of work and its positive ripple effect across our community. This year's event will be emceed by Emmy award-winning journalist Riori Johnston from NewsChannel 5 Nashville.

## Event Partner Investment

Consider supporting one of the most inspirational events in middle Tennessee hosted by the #1 world-ranked brand for doing the most good. Event partner benefits range from title exclusivity to promotion on Goodwill's social media streams. See chart below for a list of full benefits.

In exchange for this partnership, Goodwill requests the following investment by Sept. 30, 2017:

- **Monetary contribution corresponding with sponsorship level**  
**Mail to:** Goodwill Industries of Middle Tennessee, Inc.  
 Attn: Lynda Smith  
 1015 Herman St., Nashville, TN 37208
- **Company logo (EPS vector file)**  
**Email to:** niketa.haliley-hill@givegw.org

## CONTACT INFORMATION

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MARKETING & EXPOSURE	ACHIEVEMENT SPONSOR (\$7,500)	EMPOWERMENT SPONSOR (\$5,000)	TABLE SPONSOR (\$1,000)
<b>Hospitality</b>			
	Priority seating for ten guests	Priority seating for five guests	Seating for five guests
<b>On-site Promotion</b>			
	Logo placement on signs and print materials	Business card ad in event program	Logo placement at table
	Logo placement in event presentation	Opportunity to host exhibit table near registration	Name inclusion in event program
	1/2 page ad in the event program	Opportunity to provide attendees with promotional materials	
	Opportunity to host exhibit table near registration		
	Opportunity to provide attendees with promotional materials		
<b>Social Media</b>			
Facebook: 34,535 Followers Twitter: 3,814 Followers	Acknowledgment on Goodwill's Facebook and Twitter accounts	Acknowledgment on Goodwill's Facebook and Twitter accounts	
<b>Website</b>			
48,237 unique monthly visits	Logo inclusion on Impact Luncheon web page	Logo inclusion on Impact Luncheon web page	
<b>E-newsletter</b>			
85,000 circulation	Logo inclusion in one E-newsletter	Logo inclusion in one E-newsletter	Name inclusion in one E-newsletter



Thank you for your consideration of this sponsorship opportunity associated with Goodwill's Impact Luncheon. Goodwill Industries of Middle Tennessee offers the aforementioned designation, rights, and benefits as sponsor in exchange for the respective investment.

To meet print deadlines, Goodwill Industries requests your sponsorship confirmation by September 30th.

*\*This contribution is tax-deductible to the full extent of the law and will support Goodwill's mission of changing lives through education, training and employment.*