

## SPONSORSHIP OPPORTUNITIES



TUESDAY  
NOVEMBER 17 • 2020  
MUSIC CITY CENTER

Join us as we  
will celebrate the  
reason why  
Goodwill  
endures in its  
mission — our  
people.



OUR MISSION IS CHANGING  
LIVES THROUGH EDUCATION,  
TRAINING & EMPLOYMENT

### PLATINUM PRESENTING SPONSOR

**\$25,000**

#### EXCLUSIVE SPONSORSHIP

- Event title exclusivity on event web page (logo included)
- Event title exclusivity on invitations
- Broad social media exposure
  - Facebook 37,088 Followers
  - Twitter 4,096 Followers
  - Instagram 5,378 Followers
- Logo inclusion and four stories about your partnership with Goodwill in our monthly E-newsletter sent to 170,000 subscribers
- Hyperlinked logo on [giveit2goodwill.org](http://giveit2goodwill.org) throughout the year

#### HOSPITALITY

- VIP placement of two tables (20 guests) at luncheon

#### PRE-EVENT

- Inclusion on printed invitation and on the Impact Luncheon webpage: [Giveit2Goodwill.org/impact-luncheon](http://Giveit2Goodwill.org/impact-luncheon)

#### ON-SITE PROMOTION

- Recognition and logo display as title Platinum Sponsor (programs, print materials and awards program)
- Speaking time during awards program
- Logo on check presented to scholarship recipient
- Logo and mission statement featured in promotional video honoring recipient
- Full-page color ad in printed program
- Opportunity to host exhibit table near registration
- Opportunity to provide attendees with promotional materials

#### PUBLIC RELATIONS

- Inclusion in pre- and post-event media release

### GOLD

**\$10,000**

#### AWARD SPONSORSHIP

- Recognition and logo display as Gold Award Sponsor on programs, print materials and awards program
- Sponsorship of one Goodwill Impact Award
- Representative from your company presents the selected award
- Logo and mission statement featured in video honoring recipient
- Half-page ad in printed program (Goodwill provides free design if desired)
- Opportunity to host exhibit table near registration
- Opportunity to provide attendees with promotional materials

#### HOSPITALITY

- VIP placement of one table (10 guests) at luncheon

#### PRE-EVENT

- Inclusion on printed invitation and on the Impact Luncheon webpage: [Giveit2Goodwill.org/impact-luncheon](http://Giveit2Goodwill.org/impact-luncheon)

#### ONLINE PROMOTION

- Broad social media exposure (Facebook, Instagram and Twitter)

## AWARDS

### MISSION PARTNER OF THE YEAR

Honorees are organizations from the community that developed great partnerships with Goodwill and lent their time and expertise to support its mission. Past honorees include LifeWay Christian Resources, Workforce Essentials, National Council on Aging and Tennessee College of Applied Technology.

### DONOR PARTNER OF THE YEAR

Honorees are individuals or organizations that have supported Goodwill through donations of money and/or goods.

### PIONEER OF THE YEAR

This award recognizes special individuals who went far beyond the call of duty, led by example and inspired others to rally behind Goodwill's mission.

### AMBASSADOR OF THE YEAR

Honorees are devoted Goodwill enthusiasts who embody the spirit of the organization and promote its mission in their communities. Past recipients include fashion influencers, stylists and bloggers.

### ACHIEVER OF THE YEAR

The honoree is a Goodwill employee and/or client who has achieved great success through Goodwill's mission of changing lives through education, training and employment.

### LAVOI-KATZ AWARD

This honoree made especially outstanding progress through the transitional program that helps people with disabilities transition into the workforce. The award is named in honor of two women who were loyal supporters of Goodwill, Madaleine LaVoi and Elsie Katz.

## ABOUT

Goodwill is proud to host the 12th annual Impact Luncheon. This uplifting celebration honors individuals who have achieved great success in their lives through Goodwill's vital programs. 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 Rhori Johnston from NewsChannel 5 Nashville.

Please consider supporting one of the most inspiring events in middle Tennessee hosted by the world-ranked #1 brand for doing the most good for the most people.

### CONTACT INFORMATION

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