

2020 GOODWILL IMPACT WEEK • SPONSORSHIP OPPORTUNITIES

PLATINUM

\$25,000

PRESENTING SPONSORSHIP

- Event title exclusivity includes logo on event web page and in each day's opening video throughout Impact Week, for maximum exposure across a potential audience of 170,000
- Event title exclusivity on invitations
- Broad social media exposure
 - Facebook 37,088 Followers
 - Twitter 4,096 Followers
 - Instagram 5,378 Followers
- Logo inclusion and two stories about your partnership with Goodwill in our monthly E-newsletter sent to 170,000 subscribers
- Hyperlinked logo on giveit2goodwill.org throughout the year

HOSPITALITY

- Two dozen Tiff's Treats delivered to your corporate office on the final day of Impact Week, Friday, November 20

PRE-EVENT

- Inclusion on printed invitation to 500 guests to participate virtually by tuning in to Impact Week online at 2:00 p.m. each week day from Nov. 16-20
- Inclusion on the Impact Luncheon webpage: Giveit2Goodwill.org/impact-week

PROMOTION

- Recognition and thank you to Presenting Sponsor through Dec. 31 on Goodwill homepage
- Recognition and thank you in full-page ad in the Nashville Business Journal in October
- Speaking time during awards program
- Logo and mission statement featured in promotional video honoring recipient
- Inclusion in pre- and post-event media releases

GOLD

\$10,000

AWARD SPONSORSHIP

- Sponsorship of one Goodwill Impact Award
- Representative from your company presents the selected award
- Logo and mission statement featured in video honoring recipient

HOSPITALITY

- A box of a dozen warm Tiff's Treats delivered to your corporate office on the final day of Impact Week, Friday, Nov. 20

PROMOTION

- Broad social media exposure (Facebook, Instagram and Twitter)
- Inclusion on printed invitation to 500 guests to participate virtually by tuning in to Impact Week online at 2:00 p.m. each week day from Nov. 16-20
- Recognition and thank you in full-page ad in the Nashville Business Journal in October
- Enewsletter: logo inclusion and recognition in Goodwill's monthly digital newsletter to 170,000

SILVER

\$5,000

HOSPITALITY

- A box of a dozen warm Tiff's Treats delivered to your corporate office on the final day of Impact Week, Friday, Nov. 20

PROMOTION

- Recognition and logo display as Silver Sponsor (programs, print materials and awards program)
- Social media recognition (Facebook, Instagram and Twitter)
- Enewsletter: logo inclusion and recognition

TABLE

\$1,000

PROMOTION

- Recognition as a Virtual Table Sponsor on invitation and during each day's release throughout the week of Nov. 16-20 online

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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FROM TRIALS TO TRIUMPH
MONDAY-FRIDAY NOV. 16-20, 2020
www.giveit2goodwill.org/impactweek

Monetary contribution corresponds with sponsorship level. Mail to: Goodwill Industries of Middle Tennessee, Attn: Accounting, 937 Herman St., Nashville Tn 37208.

Please email your company logo (EPS vector file) to: Niketa.Hailey-Hill@givegw.org