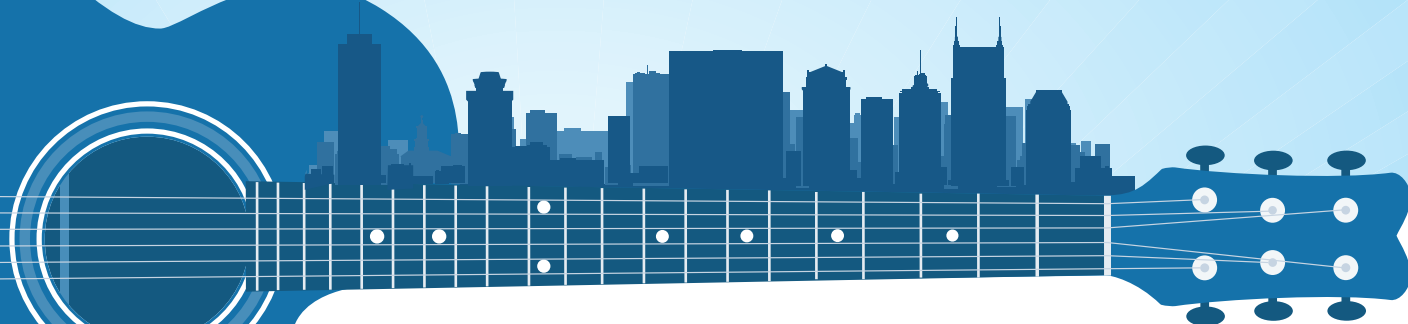


ENGAGE: TUNING FOR IMPACT

Bring your best. Amplify the rest.



DOWNTOWN NASHVILLE, TN
AUGUST 31-SEPTEMBER 2, 2026

The SEA Conference brings together leaders of 28 Goodwill organizations who are actively shaping the future of workforce development, retail operations, and mission delivery across the Southeast. Guided by this year's theme, Tuning for Impact, the conference is designed to sharpen focus, align strategy, and accelerate results.

As a sponsor, you're not just gaining visibility—you're positioning your organization in front of decision-makers who invest in solutions that strengthen operations and expand impact. This is a highly focused, regional gathering where conversations are intentional, access is meaningful, and partnerships are built with purpose.

**We invite you to tune in and be part of
the momentum driving Goodwill forward.**



WHY SPONSOR?

Access To Decision-makers Who Shape Regional Impact

Engage directly with leaders from 28 Goodwill organizations, including CEOs, CFOs, COOs, VPs, and directors who influence purchasing decisions, strategic direction, and mission investment across the Southeast.

Concentrated Audience Of Mission-driven Professionals

Every attendee is committed to workforce development, donated goods retail, sustainability, and advancing opportunities for individuals in their communities—making this conference a uniquely aligned environment for building authentic partnerships.

High-value Networking In An Intimate Setting

Unlike national expos where vendors compete for attention, this regional gathering offers meaningful, repeat interactions with the same executives over multiple days.

Visibility Throughout The Entire Conference

Whether through signage, program mentions, digital branding, or a vendor booth, your company will be seen early and often by leaders seeking solutions that help strengthen operations and mission outcomes.

Opportunities To Demonstrate Your Value

Conversations aren't limited to the vendor hall—breaks, meals, receptions, tours, and general sessions allow ongoing engagement that showcases how your products or services support Goodwill's efficiency and impact. The conference app offers vendors an additional, optional way to share information and increase visibility with attendees through the conference's digital platform.

A Vendor Space Designed For Real Conversations

The Vendor Showcase isn't just a stop-by exhibit hall—it's integrated into the rhythm of the conference, giving you repeated touchpoints and warm introductions from Goodwill staff and organizers.

Extended Exposure Beyond The Conference

From pre-event promotions to post-event follow-up attendee lists, your brand stays in front of Goodwill leaders long after the conference adjourns.

Contact Melissa Landry at 2026SEA@givegw.org or **615.931.1332** to secure your sponsorship today. Sponsorships are first-come, first-served and must have a signed commitment. Commitments and payments must be received by July 31, 2026.

HOSTED BY



More conference information can be found at:
giveit2goodwill.org/sea2026

giveit2goodwill.org/sea2026

AGENDA

SUNDAY, AUGUST 30, 2026

PRE-CONFERENCE

Afternoon: Golf Outing

MONDAY, AUGUST 31, 2026

CONFERENCE KICKOFF, GENERAL AND BREAKOUT SESSION

1-5pm: Conference sessions and sponsor/vendor showcase

6pm: Welcome reception

TUESDAY, SEPTEMBER 1, 2026

GENERAL SESSIONS, TOUR, AND BREAK-OUT SESSIONS

8am- 5pm: Conference sessions, tour of Goodwill Middle TN, and sponsor/vendor showcase

6pm: Nashville Night Out - Cocktails, Hors d'oeuvres and Music City!

WEDNESDAY, SEPTEMBER 2, 2026

GENERAL AND BREAK-OUT SESSIONS

8am - 12pm: Conference sessions and sponsor/vendor showcase

SPONSORSHIPS

Presenting Sponsor \$20,000

Designed for a partner who champions the Goodwill mission—and isn't shy about it.

Availability: 1

- Four (4) all-access registration passes
- Premier recognition and branding at all meals, general sessions, signage, program, e-blasts, and website
- Opportunity to provide welcome remarks or video (5 minutes) at a keynote session
- One (1) booth at the Vendor Showcase in a premium location
- Access to attendee contact list
- Logo placement on conference bag
- Opportunity to include items in conference bag and at a keynote session

Welcome Reception Sponsor \$15,000

Perfect for the partner who loves setting the tone—and the tempo—for connection.

Availability: 1

- Two (2) all-access conference registrations
- Recognition and branding at the Welcome Reception and in all conference materials
- Opportunity to co-host and provide brief remarks (3 minutes) during the evening program
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Opportunity to include items in conference bag and at sponsored event

SPONSORSHIPS

Nashville Night Out \$15,000

Perfect for the partner who loves creating memorable moments—treating 28 Goodwills to a night that captures the spirit, sound, and soul of Music City.

Availability: 1

- Two (2) all-access conference registrations
- Recognition and branding at the Nashville Night Out event and in all conference materials
- Opportunity to co-host and provide brief remarks (3 minutes) during the evening program
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Opportunity to include items in the conference bag and at sponsored event

Conference Lunch Sponsor \$15,000

Created for the partner who understands that some of the most important conversations happen when we sit down together—sharing a meal, ideas, and momentum for what comes next.

Availability: 1

- Two (2) all-access conference registrations
- Recognition and branding at the sponsored lunch and in all conference materials
- Opportunity to provide brief remarks (3 minutes) at the beginning of the lunch
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Opportunity to include items in the conference gift bag and at the lunch

Technology Sponsor \$10,000

Made for the partner who helps every voice be heard—and every moment run smoothly.

Availability: 1

- Two (2) all-access conference registrations
- Branding in program and website
- Special thank you in any room using technology
- One (1) booth at the Vendor Showcase
- Access to attendee contact list

Conference Bag Sponsor \$10,000

Because nothing says staying power like your logo in everyone's hands.

Availability: 1

- Two (2) all-access conference registrations
- Branding on the conference bag (along with presenting sponsors) and in conference materials
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Opportunity to include items in conference bag

SPONSORSHIPS

Learning Sessions Sponsor \$7,500

Ideal for the partner who wants to shape the conversations that shape the mission.

Availability: 1

- Two (2) all-access conference registrations
- Branding in break-out rooms
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Option to deliver brief welcome remarks (1-2 minutes) at beginning of a break-out session

Transportation Sponsor \$7,500

For the sponsor who ensures 28 Goodwills get everywhere they need to go—effortlessly.

Availability: 1

- Two (2) all-access conference registrations
- Branding in transportation vehicles and in conference materials
- One (1) booth at the Vendor Showcase
- Access to attendee contact list
- Option to deliver brief remarks on the bus or at beginning of a tour (1-2 minutes)

Break Time Sponsor \$7,500

Great for the partner who knows that caffeine and conversation fuel great ideas.

Availability: 1

- Two (2) all-access conference registrations
- Branding at break station and in conference materials.
- One (1) booth at the Vendor Showcase
- Access to attendee contact list

Vendor Showcase \$5,000

Where Goodwill supporters meet, mingle, and make things happen.

Availability: 15

- Two (2) all-access conference registrations
- Recognition in program and website
- One (1) booth at the Vendor Showcase
- Access to attendee contact list

SECURE YOUR SPONSORSHIP TODAY!

* Registration includes general sessions, lunches, learning tracks, breaks, welcome reception, and Night Out Nashville. Breakfast provided complimentary by the hotel.

* Two additional attendee registrations may be added to any sponsorship packet for an additional \$350 per person. Additional exhibit tables may not be added to a sponsorship package.