



2019 Goodwill Inspiration Awards Sponsorship Prospectus

The Goodwill Inspiration Awards Luncheon celebrates and recognizes individuals, organizations and businesses that reflect Goodwill's mission of removing barriers to self-sufficiency through the ***Power of Work***.

Please join us, Friday, May 17, 2019 at the Chase Center in Wilmington, De to celebrate our consumers and team members, businesses and community organizations, while raising awareness and funds to support our mission!

The luncheon is attended by nearly 500 leaders from businesses, non-profits, and government throughout the four counties served by Goodwill of Delaware and Delaware County.

Since 2012 our sponsors and luncheon attendees have included:

Action Unlimited Resources	Eckert Seamans Cherin & Mellot	Patterson-Schwartz Real Estate
Aetna	EDiS Company	Pettinaro
Aloysius Butler & Clark	Emory Hill Companies	Philadelphia Pike Partners
Ameriprise Financial Services, Inc	Glenmede	PNC Bank
Ancero	Gordy Management	PwC
Apex Engineering	Growth Consulting, Inc	Prospero Consulting
Artisans' Bank	Gunnip & Company CPAs	Radnor Benefits
Atlantic Trailer	Hampton Inn & Suites by Hilton Wilmington/Christiana	Richards Layton & Finger
Bank of America	Harvey Hanna and Associates	RSS Consultants
Biddle Capital Management	Hatzel & Buchler	Santora CPA Group
Delaware Today/Today Media	Highmark Delaware	Saul Ewing
Delmarva Blood Bank	IFS Insurance	Sonitrol Security of Delaware
Christiana Health Care System	Information Technology Advisory Group	TD Bank
Citizens Bank	Insurance and Financial Services	The Kenny Family ShopRites
Comcast	Kitchen & Company	The MandMarblestone Group
Corporation Service Company	Laird Stabler & Associates	Tsionas Management, Inc
Crozer-Chester Medical Center	M&T Charitable Foundation	Upper Darby Township
Delaware State Chamber of Commerce	M. Barry Schultz	Weiner Benefits Group
Delmarva Broadcasting	National Reality Corporation	Whisman Giordano & Associates
Delmarva Power	New Castle County Chamber of Commerce	Wohlsen Construction
Del-One Federal Credit Union	New Castle County Executive	WSFS Bank
Drinker, Biddle & Reath		Wilmington University
Du Pont		

We invite you to align your organization's brand with Goodwill's *vision of empowering people, strengthening families, and building communities, through a luncheon sponsorship.*

As a sponsor of the Goodwill Inspiration Awards, your organization will enjoy networking opportunities and brand visibility with the nearly 500 luncheon attendees from the business, non-profit and government sectors, as well as visibility to our shoppers, donors and supporters:

- Social media audience: 27,000+ followers
- GoodPerks email subscribers: 20,000+
- GoodwillDE.org website visitors: 6,500 monthly average

Goodwill Inspiration Awards Luncheon Sponsorship Packages

Custom sponsorships are available.

\$10,000 INSPIRATION Premier Sponsor

- Opportunity for company CEO to address luncheon audience from the podium
- Photo opportunity with all award recipients
- Sponsor logo featured in all award recipient videos
- Sponsor logo on all event materials: program, table signs, sponsor signage and slides
- Brand recognition in all pre-event marketing (name & logo)
- Premier sponsor listing in all press releases
- 2 Tables Premier seating, 16 seats total
- Recognition in one Good Perks email, Inspiration Awards edition
- Recognition in six GoodPerks loyalty program emails (every other month). Each GoodPerks email is delivered to more than 20k subscribers.
- 450-minutes of advertising time on Goodwill store radio to all 17 stores and the Goodwill Outlet.

Through in-store radio advertising and inclusion in our Good Perks email blasts, your brand can reach more than 100,000 people throughout Delaware County, Pa and the state of Delaware.

\$5,000 EMPOWER Sponsor

- Sponsor logo on event materials: program, table signs, sponsor signage and slides
- Brand recognition in all pre-event marketing (name & logo)
- Verbal recognition at event
- 2 Tables Premier seating, 16 seats total
- Recognition in one Good Perks email, Inspiration Awards edition
- Recognition in four GoodPerks loyalty program emails (1 per quarter in 2019). Each GoodPerks email is delivered to more than 20k subscribers.
- 250-minutes of advertising time on Goodwill store radio to all 17 stores and the Goodwill Outlet.

Through in-store radio advertising and inclusion in our Good Perks email blasts, your brand can reach more than 100,000 people throughout Delaware County, Pa and the state of Delaware.

- \$3,000 IMPACT Sponsor**
- Sponsor logo on select event materials: program, sponsor signage and slides
 - Brand recognition in all pre-event marketing (name & logo)
 - Verbal recognition at event
 - 1 Table, Preferred seating, 8 seats
 - Recognition in one Good Perks email, Inspiration Awards edition

- \$1,800 ENERGIZE Sponsor**
- Logo on event website
 - Logo on sponsor signage and slides at the luncheon
 - Name listing in the luncheon program
 - 1 Table, reserved seating for 8
 - Recognition in one Good Perks email, Inspiration Awards edition

- \$1,100 POWER OF WORK Table Host**
- Name listing in the luncheon program
 - 1 Table, reserved seating for 8
 - Recognition in one Good Perks email, Inspiration Awards edition

- \$650 ENCOURAGE Supporter**
- Name listing in the luncheon program
 - Reserved seating for 4

- \$300 MISSION Supporter**
- Name listing in the luncheon program
 - Reserved seating for 2

- \$100 GOODWILL Friend**
- 1 reserved seat

Goodwill of Delaware & Delaware County is a 501(c)(3) charitable organization and donations are tax deductible to the extent allowed by the IRS. Our Federal ID number is 51-0064311.

Thank you for considering sponsorship of the 2019 Goodwill Inspiration Awards. We look forward to partnering with you!

Colleen Morrone
President & CEO
Goodwill of Delaware and Delaware County
cmorrone@GoodwillDE.org | 302-504-5734

Leah Coles
Director of Business & Community Development
Goodwill of Delaware and Delaware County
lcoles@GoodwillDE.org | 302-504-3554