



GOODWILL
OF DELAWARE AND DELAWARE COUNTY

ReThink Fashion Show 

THE

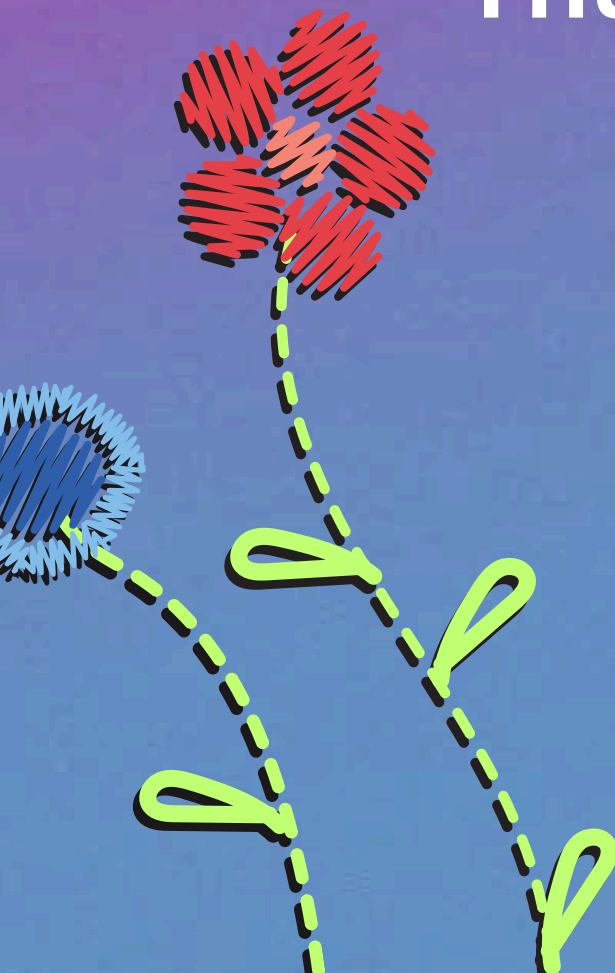
ECO EDIT

Thursday, September 17, 2026

Pre Event Activities 6:00 pm

Fashion Show 7:30 pm

Goodwill Recycling Center & Outlet,
400 Centerpoint Blvd,
New Castle, DE 19720





PEOPLE. PLANET. PROSPERITY.

GoodwillDE.org/EcoEdit | 302.504.3554



Sustainability Partners

UNIVERSITY OF DELAWARE DEPARTMENT OF FASHION & APPAREL STUDIES
DEPARTMENT OF ART & DESIGN

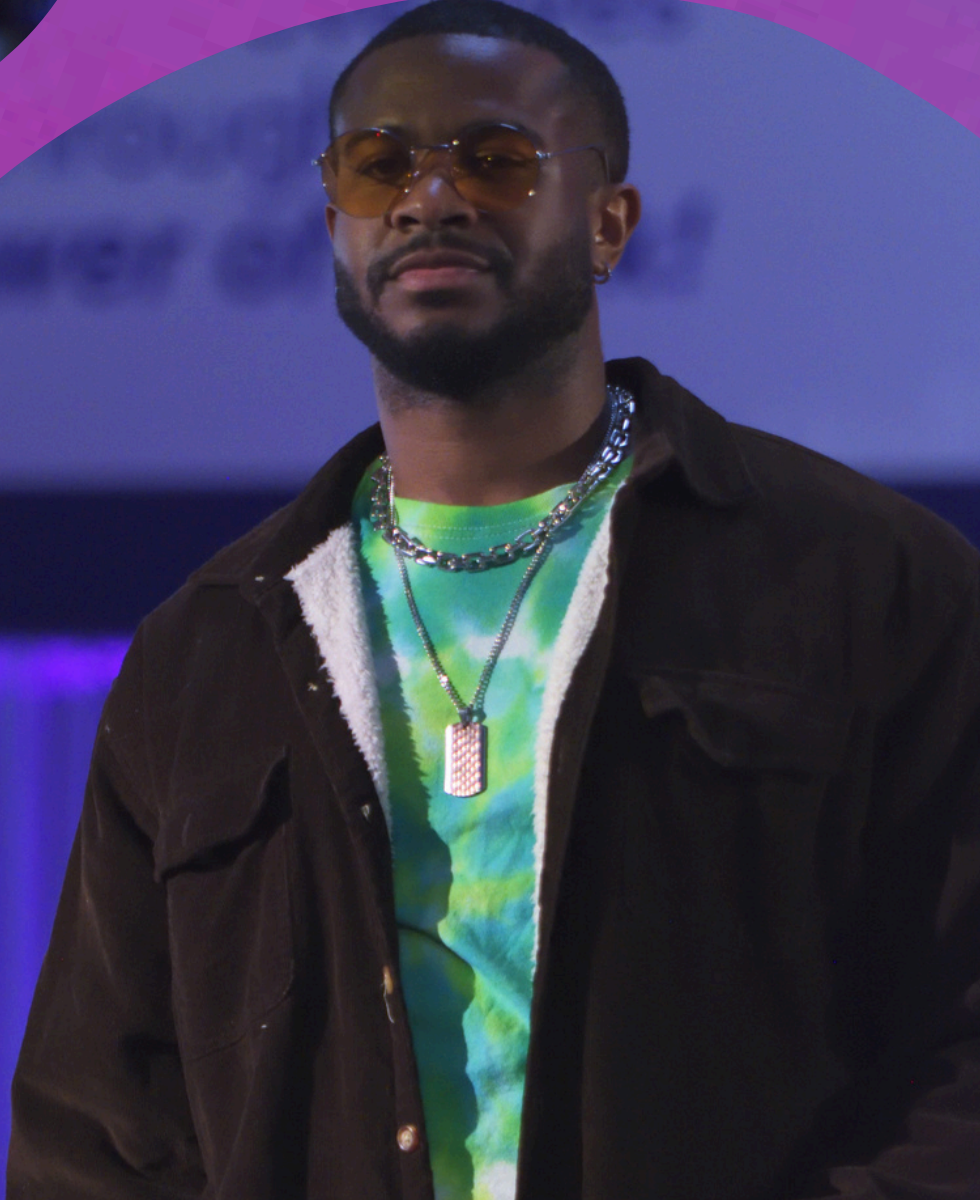
ReSpool textile-to-fiber fashion waste recycling

NextTrex

Goodwill Greater Washington Transforming Lives and Communities

Dell Reconnect

Goodwill Industries of the Chesapeake, Inc.





GOODWILL
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Goodwill of Delaware & Delaware County presents the ReThink Fashion Show, a showcase of affordable and sustainable fashions sourced straight from our stores, and upcycled fashions created by renowned Delaware-based designer Dell Scott and emerging design students at the University of Delaware, Department of Fashion & Apparel Studies.

Your support of the ReThink Fashion Show demonstrates your brand's commitment to sustainability with a focus on **PEOPLE** – a sustainable workforce equipped with the skills to earn jobs at living wage and higher, **PLANET** – sustainable practices for our environment, and **PROSPERITY** – developing strong families and strong communities.

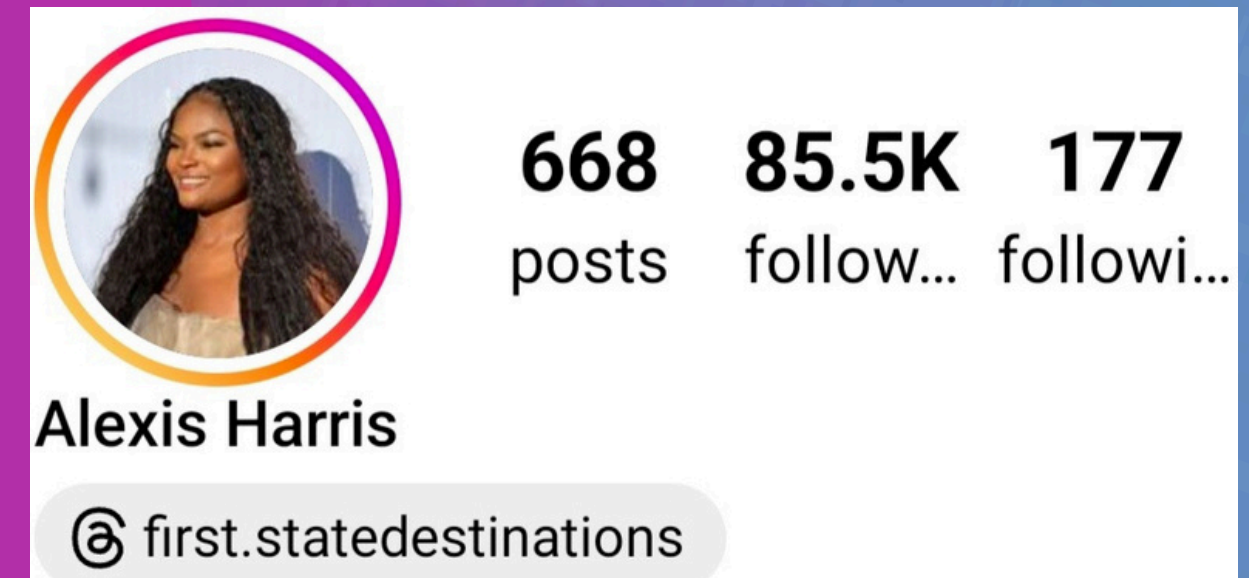
Sponsorship Opportunities

- ReFashion Revolutionist
- Sustainable Style Trailblazer
- Conscious Couture Ambassador
- Fashion for Good Partner
- Green Glam Ally

We offer a variety of sponsorship levels and benefits to fit your marketing budget and provide valuable visibility to our audience of fashion forward shoppers, business and sustainability partners before, during and after the event.



Amplify Your Visibility Exclusive Offer!



The first five sponsors to commit at the Conscious Couture level and above will receive a complimentary exclusive pre-event feature in a First State Destinations Instagram Reel!

Curated by social media influencer and digital marketing specialist Alexis Harris, across Instagram, TikTok and Facebook @First.StateDestinations is followed by more than 136,000 people who want to experience the best businesses, events, places and services in and around Delaware.





Sustainability at Goodwill

“Just as Goodwill transforms gently-used donated goods into job services and training to support people in transforming their lives for the better, together with our sustainability partners we're on a mission to transform unsold goods into raw materials for use in new products – glass to sand, plastic film to luxury outdoor decking, hard plastic shredded for use in an array of everyday use products, and of course clothing into new fabrics, insulation and more,”

-- Colleen Morrone, President & CEO,
Goodwill of Delaware & Delaware County



ReThink Fashion Show
THE ECO EDIT

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8,032,000+ Pounds

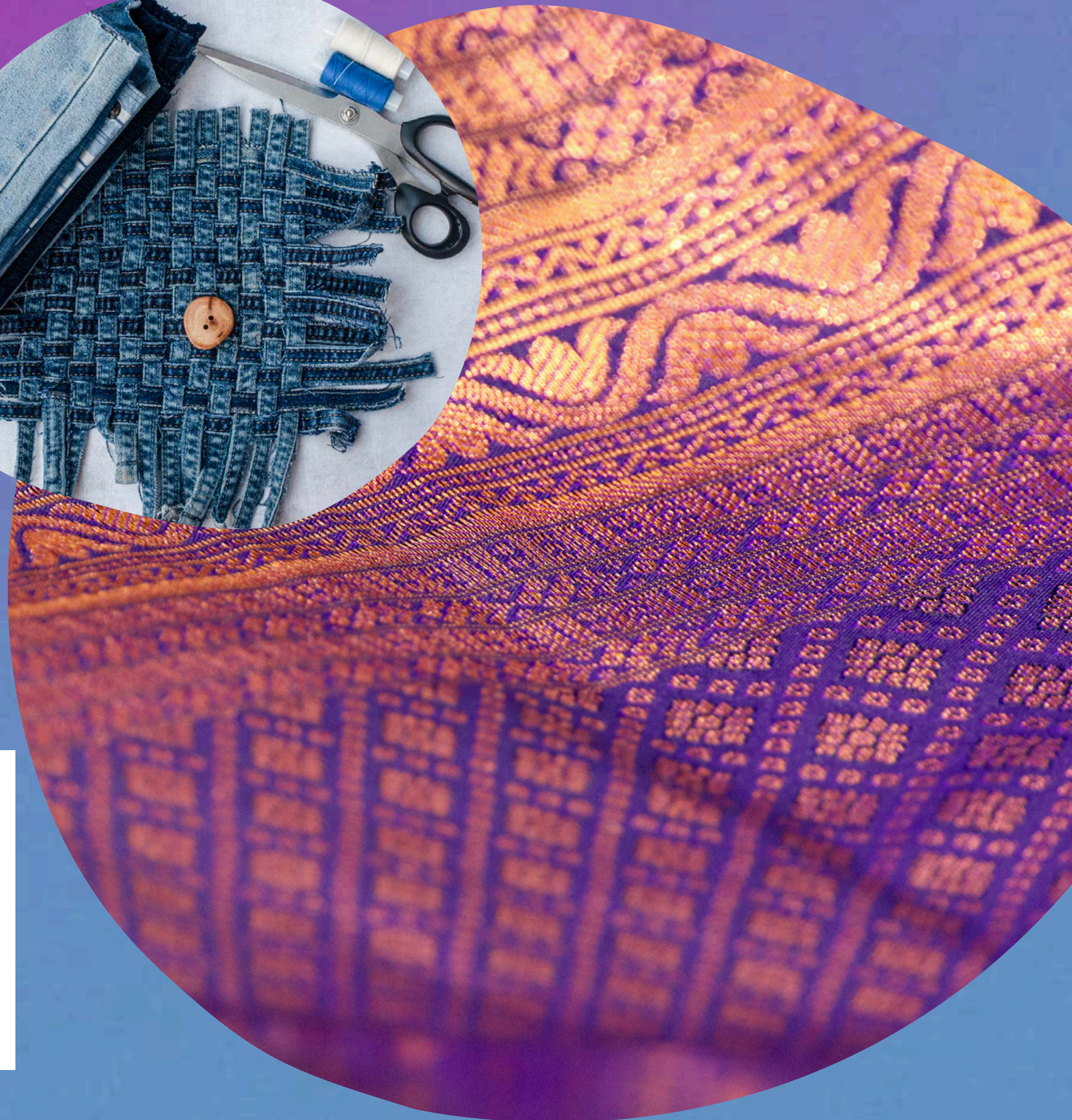
of textiles diverted from the
landfill in 2023



ReSpool

textile-to-fiber
fashion waste
recycling

Our textile upcycling partners



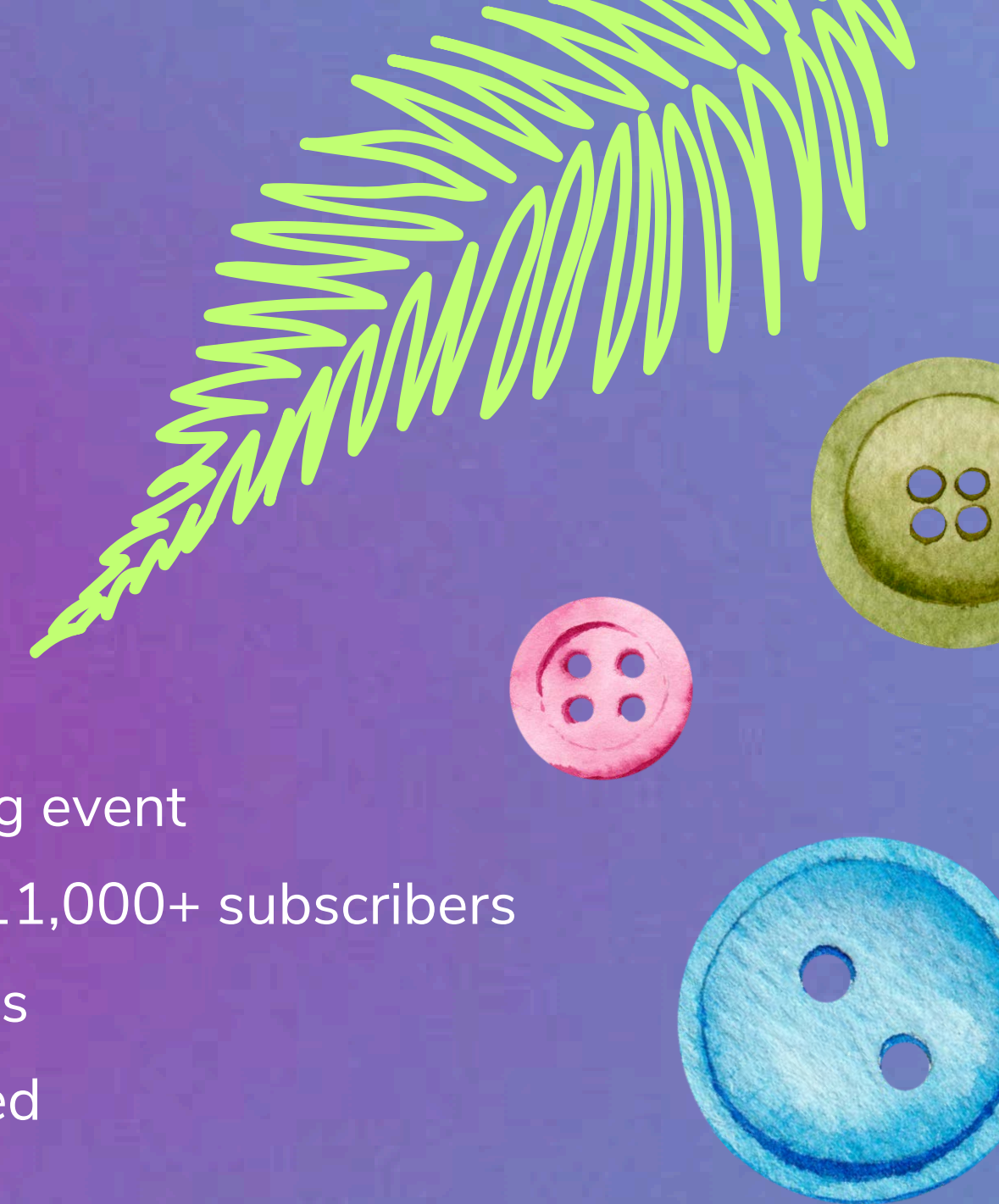
ReFashion Revolutionist

\$5,000

- Full color, full-page ad in program book
- Branded sponsor provided product included in event goodie bag*
- 30-second in-store radio commercial to run for 100 minutes in 2025**
- Verbal recognition and company representative to present prize on stage during event
- Feature recognition in two post-event GoodPerks shopper emails delivered to 11,000+ subscribers
- Logo listing as ReFashion Revolutionist on event website, signage and materials
- Dedicated social media post with logo, company description and sponsor tagged
- Logo recognition on 2026 Sustainable Fashion Show pre-event materials
- Inclusion in pre-event press release and email marketing to 11,000+ subscribers
- Premium seating for 10
- Custom benefits available

*Item provided at sponsor's expense and must be pre-approved by Goodwill. Item must be received by Goodwill by August 15, 2025.

**Opportunity not available to organizations operating in the same or similar industries as Goodwill (i.e. donated goods, retail and workforce development).



ReThink Fashion Show
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109,400 +
POUNDS



of electronics diverted from
landfills and recycled with

Dell
Reconnect

in 2024



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Sustainable Style Trailblazer

\$1,000

- Branded sponsor provided product included in event goodie bag*
- 30-second in-store radio commercial to run for 50 minutes in 2025**
- Full color, full page ad in program book
- Company logo displayed on event signage
- Logo listing as Sustainable Style Trailblazer on Goodwill website and event materials
- Dedicated social media post with logo, company description and sponsor tagged
- Inclusion in pre-event press release and email marketing to 11,000+ subscribers
- Premium seating for 8



*Item provided at sponsor's expense and must be pre-approved by Goodwill. Item must be received by Goodwill by August 15, 2025.

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In 2023, 71,400 pounds of plastic film, the equivalent of

6.4 MILLION PLASTIC GROCERY BAGS

recycled with

NextTrex[®]





Conscious Couture Ambassador

| \$750

- Full color, half-page ad in program book
- Company logo displayed on event signage
- Listing as Conscious Couture Ambassador on Goodwill website and event materials
- Dedicated social media post with logo, company description and sponsor tagged
- Inclusion in pre-event press release and email marketing to 11,000+ subscribers
- Premium seating for 6



ReThink Fashion Show
THE **ECO EDIT**

177 TONS

of glass projected to be
pulverized and diverted from
landfills annually



GOODWILL

OF DELAWARE AND DELAWARE COUNTY

Goodwill

Industries of the Chesapeake, Inc.



goodwill

Goodwill

Greater Washington

Transforming Lives and Communities



goodwill





Rethink Fashion Show
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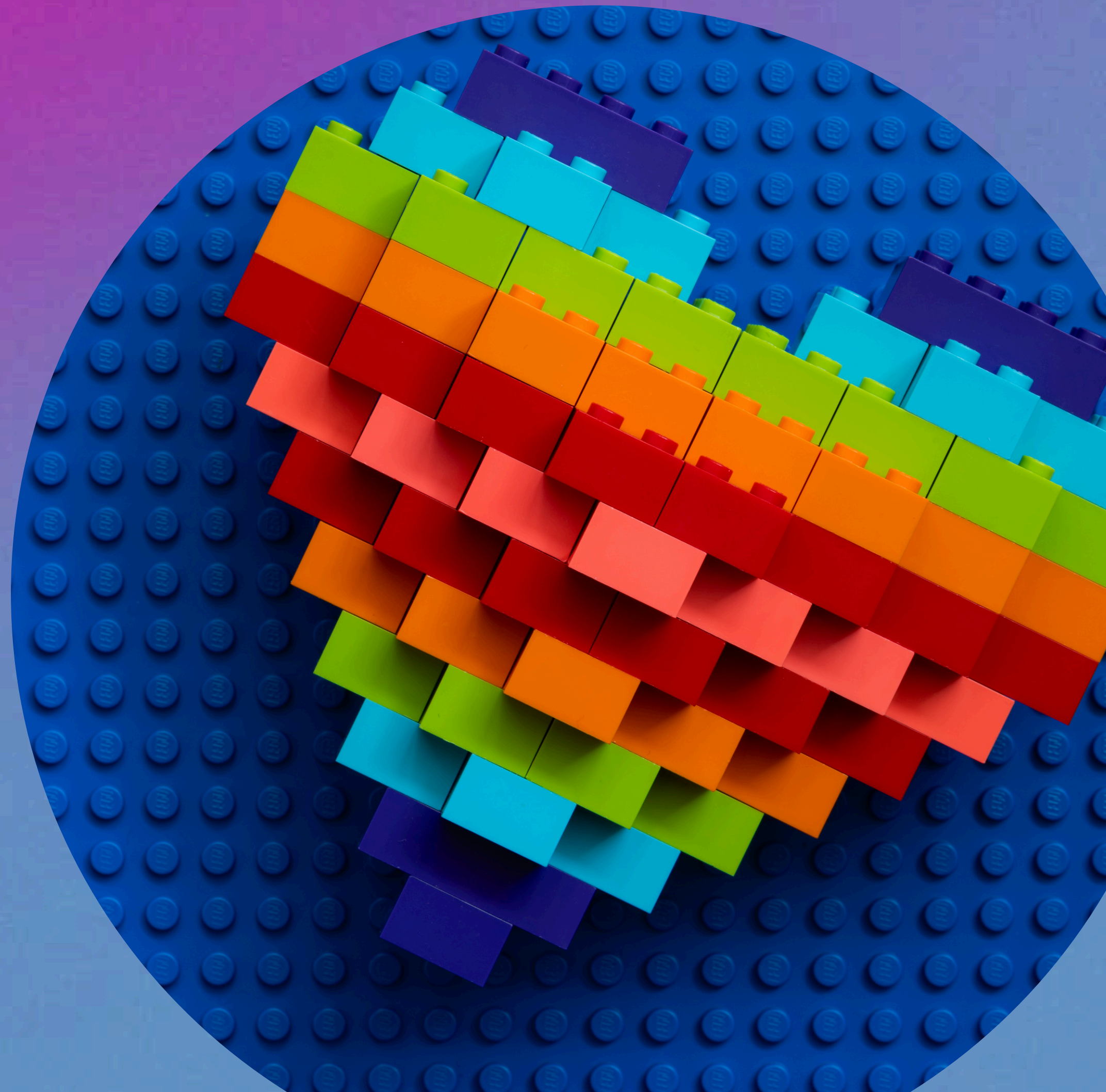


Fashion for Good Partner | \$500

- Listing as Fashion for Good Partner on Goodwill website and event materials
- Dedicated social media post with logo, company description and sponsor tagged
- Inclusion in pre-event press release and email marketing to 11,000+ subscribers
- Premium seating for 4

15,000+
POUNDS

of hard plastic diverted from
the landfill in 2023



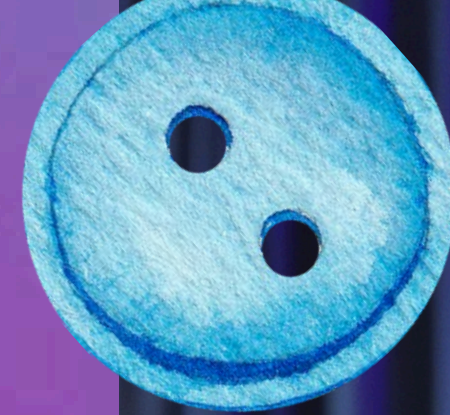
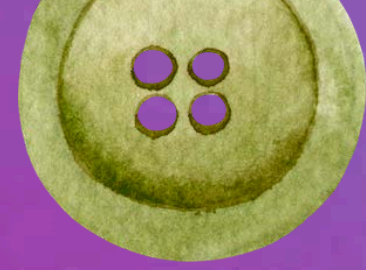
Green Glam Ally | \$250

- Listing as Fashion for Good Partner on Goodwill website and event materials
- Inclusion in pre-event press release and email marketing to 11,000+ subscribers
- Premium seating for 2



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GOODWILL'S

ReThink Fashion Show

Welcome

GOODWILL

ReThink Fashion Show

THE ECO EDIT

Thursday,
August 22, 2024



ReThink Fashion Show
THE ECO EDIT

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