

Sponsorship Prospectus



GOODWILL
OF DELAWARE AND DELAWARE COUNTY

INSPIRATION AWARDS

2023 LUNCHEON

FRIDAY

MAY

12

2023

CHASE CENTER ON
THE RIVERFRONT

Please join us to celebrate an
ocean of opportunities!

WWW.GOODWILLDE.ORG/AWARDS



2023 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 12, 2023, at the Chase Center in Wilmington, Delaware to celebrate our program participants and team members, businesses and community organizations, while raising awareness and funds to support our non-profit mission!

The luncheon is attended by nearly 400 leaders from the business, non-profit, and government sectors throughout the four counties we serve.

Since 2012 our sponsors and luncheon attendees have included:

Action Unlimited Resources	Del-One Federal Credit Union	PNC Bank
Aetna	Diamond Technologies	PwC
Ameriprise Financial Services, Inc	Du Pont	Prospero Consulting
Ancero	Eckert Seamans Cherin & Mellot	Quantum Controls
Apex Engineering	EDiS Company	Richards Layton & Finger
Arkieva	Emory Hill Companies	RSS Consultants
Artisans' Bank	Fidelitrade	Santora CPA Group
Atlantic Trailer	Glenmede	Saul Ewing
Bank of America	Gordy Management	Savoy Associates
Barbacane Thornton and Co.	Growth Consulting, Inc	Simkiss & Block
BDO USA	Gunnip & Company CPAs	Sir Speedy/Pop Dot
Biddle Capital Management	Harvey Hanna and Associates	Sonitrol Security of Delaware
Breckstone Architecture	Highmark Delaware	TD Bank
CBM IFS Insurance	IFS Benefits	The Kenny Family ShopRites
Christiana Health Care System	KING Creative	The MandMarblestone Group
CIGNA	Laird Stabler & Associates	The WRK Group
Citizens Bank	Lewis Brisbois Bisgaard & Smith	Tsionas Management, Inc
City of Wilmington	McCollum D'Emilio Smith Uebler	United Healthcare
Comcast	Monroe Energy	Upper Darby Township
Corporation Service Company	M&T Charitable Foundation	Waste Management
Crozer-Chester Medical Center	National Reality Corporation	Weiner Benefits Group
Delaware Community Foundation	New Castle County Chamber of Commerce	Whisman Giordano & Associates
Delaware Today/Today Media	New Castle County Executive	Wohlsen Construction
Delmarva Blood Bank	Patterson Woods	WSFS Bank
Delaware State Chamber of Commerce	Pennoni	Wilmington Alliance
Delmarva Broadcasting	Pettinaro	Wilmington University
Delmarva Power	Philadelphia Pike Partners	Year Up



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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 400 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+

Goodwill Inspiration Awards Luncheon Sponsorship Packages

Custom sponsorships are available.

\$10,000 INSPIRATION Premier Sponsor

- Opportunity for company leadership to address luncheon audience from the podium
- 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
- Photo opportunity with all award recipients
- Two 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 (17 locations).

\$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 delivered to 20k+ subscribers.
- 250-minutes of advertising time on Goodwill store radio (17 locations).

\$3,200 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



\$2,000 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

\$1,300 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

\$750 ENCOURAGE Supporter

- Name listing in the luncheon program
- Reserved seating for 4

\$350 MISSION Supporter

- Name listing in the luncheon program
- Reserved seating for 2

\$125 GOODWILL Friend

- 1 reserved seat

Your sponsorship dollars help to advance our non-profit mission of improving the lives of people facing barriers to self-sufficiency, through the **Power of Work!**

To sign on as a sponsor please contact Leah Williams or visit www.GoodwillDE.org/Sponsorship.

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 2023 Goodwill Inspiration Awards. We look forward to partnering with you!

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Leah B. Williams
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Special Thanks
TO PRIOR YEAR SPONSORS



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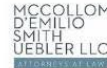
EMPOWER Sponsors



IMPACT Sponsors



ENERGIZE Sponsors



POWER OF WORK Table Hosts

Arkieva
Artisans Bank
BDO USA, LLP
CBM IFS Insurance

Chu & Matarese Family
Highmark Blue Cross Blue Shield Delaware
IFS Benefits

King Creative
Monroe Energy
Morrone Family

Patterson Woods
Richards Layton & Finger
Santora CPA Group
Sir Speedy/PopDot

ENCOURAGE Supporters

Aetna
Ancero
Breckstone Architecture

CIGNA
Fidelitrade
Philadelphia Pike Partners

Savoy Associates
Simkiss & Block

MISSION Supporters

Biddle Capital Management
Coles Family
Delaware Community Foundation

Instant Imprints
Lewis Brisbois Bisgaard & Smith
National Realty Corporation

Pennoni
Whisman Giordano
Wilmington Alliance