



2024

Sponsorship Prospectus

Join us in celebrating
the *Power of Work!*



Contact Us!
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GOODWILL
OF DELAWARE AND DELAWARE COUNTY



2024 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 10, 2024, 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 | Diamond Technologies | PwC |
| Aetna | Du Pont | Prospero Consulting |
| Ameriprise Financial Services, Inc | Eckert Seamans Cherin & Mellot | Quantum Controls |
| Ancero | EDiS Company | Richards Layton & Finger |
| Apex Engineering | Emory Hill Companies | RSS Consultants |
| Arkieva | Fidelitrade | Santora CPA Group |
| Artisans' Bank | Glenmede | Saul Ewing |
| Atlantic Trailer | Gordy Management | Savoy Associates |
| Bank of America | Growth Consulting, Inc | Simkiss & Block |
| Barbacane Thornton and Co. | Gunnip & Company CPAs | Sir Speedy/Pop Dot |
| BDO USA | Harvey Hanna and Associates | Sonitrol Security of Delaware |
| Biddle Capital Management | Highmark Delaware | Studio JAED |
| Breckstone Architecture | IFS Benefits | TD Bank |
| CBM IFS Insurance | KING Creative | The Kenny Family ShopRites |
| Christiana Health Care System | Laird Stabler & Associates | The MandMarblestone Group |
| CIGNA | Lewis Brisbois Bisgaard & Smith | The WRK Group |
| Citizens Bank | McCollum D’Emilio Smith Uebler | Tsionas Management, Inc |
| City of Wilmington/City Council | Monroe Energy | United Healthcare |
| Comcast | M&T Charitable Foundation | Upper Darby Township |
| Corporation Service Company | National Reality Corporation | Upright Labs |
| Crozer-Chester Medical Center | New Castle County Chamber of Commerce | Waste Management |
| Delaware Community Foundation | New Castle County Executive | Weiner Benefits Group |
| Delaware Today/Today Media | Patterson Woods | Whisman Giordano & Associates |
| Delmarva Blood Bank | PayCom | Wohlsen Construction |
| Delaware State Chamber of Commerce | Pennoni | WSFS Bank |
| Delmarva Broadcasting | Pettinaro | Wilmington Alliance |
| Delmarva Power | Philadelphia Pike Partners | Wilmington University |
| Del-One Federal Credit Union | PNC Bank | Year Up |



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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Special Thanks
to Prior Year Sponsors

INSPIRATION AWARDS



INSPIRATION Sponsors



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Understanding what's important™

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**SAUL EWING
ARNSTEIN
& LEHR™**

WSFS bank
We Stand For Service™

POWER OF WORK Table Hosts

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Ameriprise Financial
Arkieva
Artisans' Bank
BDO USA, LLP

Chu & Matarese Family
CSC
Fox Rothschild, LLP
Highmark Delaware
IFS Benefits

King Creative
The Morrone Family
Patterson-Woods
PAYCOM
Pettinaro

Richards Layton & Finger
Santora CPA Group
Sir Speedy/PopDot
Studio JAED
Wilmington City Council

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Philadelphia Pike Partners
Savoy Associates

Tri-M Group
Upright Labs
Whisman Giordano & Associates, LLC.

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Key National Trust Company of Delaware
Lewis Brisbois Bisgaard & Smith LLP
Met-Life

New Castle County
Pennoni
Prosperity for All, LLC
Waste Management

The Williams Family
Wilmington Alliance
Year Up