



2024 SPONSORSHIP OPPORTUNITIES

Goodwill Industries of the Chesapeake, Inc.

3700 Koppers Street
Baltimore, MD 21227

WWW.GOODWILLCHES.ORG

About Us



OUR STORY

In 1919, Reverend John S. German and a group of prominent civic leaders first incorporated the Baltimore Goodwill Industries and opened the first factory in the Fellowship Hall of Broadway Methodist Episcopal Church.

Proceeds from these collections would pay the workers, and thereby make the operation self-sustainable. Burlap bags and the jobs they created would come to symbolize the origins of the new organization, the slogan of which was "Not a charity, but a chance."

Today, Goodwill's primary objective is to help individuals with barriers to employment become self-sufficient through training and employment services. Goodwill Industries of the Chesapeake, operates 30 retail stores and multiple workforce development programs in Central Maryland and the Eastern Shore.

Goodwill is constantly collaborating with community partners to further its impact in the community. These programs complement Goodwill's existing efforts including Pharmacy Technician, Construction Trade Pre-Apprenticeships and CNA-GNA training.

GIC Brand Impact



Donors & Shoppers

1.7 million donors
1.2 million shoppers



Media Impressions

32,000,000 impressions
Earned media includes all major stations



Club Goodwill

120,000 loyalty members



Social Media

65,000 Facebook Followers
Instagram, LinkedIn, TikTok



Digital

900,000 impressions via digital campaign
800,000 website pageviews
45,000 email subscribers



Program Reach

5,000 individuals served through programs and Excel Center

Discover the Journey: An Exclusive Open House At The Excel Center

EST. SEPTEMBER 2023

Join us as we celebrate the new school year at **Discover the Journey: An Exclusive Open House At The Excel Center on Thursday, September 19, 2024** from 5:30 PM until 8:30 PM. The Excel Center is located at 222 East Redwood Street, Baltimore, MD 21202.

After years of efforts in securing funding, Goodwill opened The Excel Center in Baltimore City in September 2023.

The Excel Center is an adult high school that allows individuals 21 years of age and older to obtain their high school diploma through an accelerated two-year program. They also have access to job training programs, apprenticeships, and employment opportunities.

On September 19, we will celebrate with over 200+ guests from the community with tours, food and drinks, music and more.

Your sponsorship provides vital funding to Goodwill's overall job training and placement programs.



The Excel Center Open House Sponsorships

Changing Lives Sponsor (Only One Available!): \$25,000

- “Presented by” in all promotional event materials
- Sponsor signage at the event
- Opportunity for representative from company to deliver welcome remarks
- Name/Logo recognition on sponsor slide at event
- Full page color ad (inside or back cover) and logo in the program distributed to 200+ guests
- Premier placement of Name/Logo on the invitation
- Name/Logo on banner at entry and another on-site location
- Premier listing and logo recognition in event press materials, event page on website and emails distributed to 60,000 subscribers
- Name/Logo in Event Thank you Ad
- Logo recognition in social media promotion including over 65,000 Facebook followers
- Promotion to 80,000 Club Goodwill members



The Excel Center Open House Sponsorships

Education Sponsor (4): \$15,000

- Name/Logo displayed on stage and all promotional materials.
- Name/Logo in all promotional event materials
- Name/Logo recognition at event
- Full page color ad and logo in the program distributed to 200+ guests
- Name/Logo on the invitation
- Name/Logo recognition in event press materials, event page on website and emails distributed to 40,000 subscribers
- Name/Logo in Event Thank you Ad
- Name/Logo recognition in social media promotion including over 65,000 Facebook followers
- Promotion to 80,000 Club Goodwill members

Digital Skills Sponsor (4): \$10,000

- Name/Logo on all promotional materials.
- Name/Logo in all promotional event materials
- Name/Logo recognition at event
- Half-page color ad and logo in the program distributed to 200+ guests
- Name/Logo on the invitation
- Name/Logo recognition in event press materials, event page on website and emails distributed to 60,000 subscribers
- Name/Logo in Event Thank You Ad
- Name/Logo recognition in social media promotion including over 65,000 Facebook followers

The Excel Center Open House Sponsorships

Apprenticeship Sponsor (8): \$5,000

- Name/Logo on all promotional materials.
- Name/Logo in all promotional event materials
- Name/Logo recognition at event
- Name/Logo in the program distributed to 200+ guests
- Name/Logo recognition in event press materials, event page on website and emails distributed to 60,000 subscribers
- Name/Logo in Event Thank You Ad
- Name/Logo recognition in social media promotion including over 65,000 Facebook followers

Workforce Sponsor: \$2,500

- Name/Logo on all promotional materials.
- Name/Logo in all promotional event materials
- Name/Logo recognition at event
- Name/Logo in the program distributed to 200+ guests
- Name/Logo in Event Thank You Ad
- Name/Logo recognition in social media promotion including over 65,000 Facebook followers



Thanksgiving Dinner & Resource Fair

Goodwill is hosting our **67th Annual Thanksgiving Dinner and Resource Fair on Wednesday, November 27, 2024** from 11:45 until 2:45 at the Baltimore Convention Center, Halls A&B.

This event is typically covered by all major television stations in Baltimore and attended by many Baltimore politicians.

We will serve a delicious turkey dinner to over 2,000 disadvantaged Baltimore area residents. Many of these individuals may not otherwise be fortunate enough to celebrate the holidays in this way. Over 300 volunteers join Goodwill staff on this special day.

In addition to food and entertainment, we will host a Resource Fair. Our guests will have the opportunity to have resumes prepared for them, talk to our staff about training and job placement services, and consult with representatives from numerous community service organizations for employment and related social services information.

Your sponsorship provides vital funding to Goodwill's overall job training and placement programs.



Thanksgiving Dinner & Resource Fair Sponsorships

Thanksgiving Sponsor (\$5,000)

- Sponsor recognition on all promotional event materials
- Placement of Name/Logo on all promotional materials
- Sponsor recognition throughout the event
- Premier listing and logo recognition on event webpage and email promotion distributed to 60,000 subscribers
- Promotion to 80,000+ Club Goodwill members
- Logo recognition in social media promotion including over 65,000 Facebook followers
- Logo on event t-shirts

Thanksgiving Supporter

- Buy a meal for 5 individuals = \$100
- Buy a meal for 25 individuals = \$500
- Buy a meal for 50 individuals = \$1,000
- Buy a meal for 75 individuals = \$1,500
- Buy a meal for 100 individuals = \$2,000
- Buy a meal for 125 individuals = \$2,500





Thank You For Your Consideration!

Please contact Jonathan Balog at jbalog@goodwillches.org or 410-598-7617 if you are interested in supporting Goodwill Industries of the Chesapeake, Inc.