



Sponsorship Package

*Celebrate our Golden Anniversary by
Becoming a 2016 Annual Sponsor*

Goodwill Industries of Southwest Florida, Inc's Registration # is CH1930. Southwest Florida Goodwill Foundation's Registration # is CH29995. A copy of the official registration and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-73523 within the State of Florida. Registration does not imply endorsement, approval, or recommendation by the State. Please visit www.800helpfla.com for official registration information and additional information.

"Friends of Goodwill, be dissatisfied with your work until every...person in your community has an opportunity to develop to his fullest usefulness and enjoy a maximum of abundant living." ~ Edgar J. Helms (1863-1942)
Founder of Goodwill Industries

Goodwill was founded in 1902 in Boston by Rev. Edgar J. Helms, a Methodist minister. Helms traveled door-to-door through the wealthy parts of the city, collecting used household goods and clothing. Helms then trained and hired people with disadvantages to mend and repair the used goods. The items were then resold, and the revenue was used to pay wages.

Helms described Goodwill Industries as an "industrial program as well as a social service enterprise...a provider of employment, training and rehabilitation for people of limited employability..."

By 1966, several Southwest Florida businessmen, led by News-Press President and Publisher Chesley Perry, rallied to the Goodwill cause and Goodwill Industries of Southwest Florida was incorporated.

Today, Goodwill Industries of Southwest Florida, Inc. is one of 165 autonomous Goodwill agencies across the United States and Canada. We employ over 800 people in Charlotte, Collier, Glades, Hendry, and Lee Counties.

Join us in 2016 to celebrate our 50th Anniversary! It will be a year of good will and festivities. In May, we are planning our Golden Anniversary Gala ~ Fashion Through the Decades and our annual Goodwill Golf Classic. In December we will host our 10th Annual Festival of Trees.

As a 2016 50th Anniversary Annual Sponsor, you will receive year-round promotional opportunities on our website and social media, press releases, promotional materials and at events!



www.goodwillswfl.org
5100 Tice Street Fort Myers FL 33905
(239) 995-2106 Toll Free: (866) 995-2106 TTY: (239) 995-9207

Thank you for your support of Goodwill Industries.
2016 marks our 50th Anniversary in Southwest
Florida. Sponsorship opportunities for our 50th
Anniversary year are listed below:

Royal Palm Sponsor (Presenting) - \$20,000

- Full front inside cover ad in both the 50th Anniversary Gala and the Festival of Trees (FOT) programs
- Sixteen (16) tickets for the 50th Anniversary Gala, FOT and Santa's Block Party, and a foursome in the Goodwill Golf Classic in May
- Sponsor logo on event banners at both Gala and FOT
- Premier sponsor logo on event signage at Gala and FOT
- Hole sponsorship signage at the Hole-In-One competition at the annual Golf Classic.
- Premier sponsor logo on promotional material for the Gala, Golf Classic, and FOT.
- Sponsor logo and link on www.goodwillswfl.org and www.tuxandtrees.com
- Recognition in e-newsletter (6,000+ contacts).
- Posted on Facebook page as a Presenting Sponsor (18,000+ followers on Goodwill page, 5,000+ followers on FOT page)
- Live mention as the Presenting Sponsor at the 50th Anniversary Gala and during FOT ArtWalk/Holiday Stroll
- Opportunity to speak at the 50th Anniversary Gala, and during FOT's Art Walk/Holiday Stroll.
- Opportunity to be a promoted donation location for our annual Teddy Bear Drive.
- Mentioned as a Presenting Sponsor in all related press releases.

Queen Palm Sponsor ~ \$15,000

- Full page ad in both the 50th Anniversary Gala and the Festival of Trees (FOT) programs
- Twelve (12) tickets for the 50th Anniversary Gala, FOT and Santa's Block Party, a foursome in the Goodwill Golf Classic in May
- Hole sponsorship signage at the annual Golf Classic.
- Sponsor logo on event signage at Gala and FOT
- Featured sponsor logo on promotional materials for both the Gala and FOT
- Sponsor logo and link on the www.goodwillswfl.org and www.tuxandtrees.com
- Recognition in e-newsletter (5,000+ contacts)
- Posted on Facebook page as a top annual sponsors (18,000+ followers on Goodwill page, 5,000+ followers on FOT page)
- Opportunity to be a donation location for our annual Teddy Bear Drive
- Live mention at the 50th Anniversary Gala and during FOT ArtWalk/Holiday Stroll
- Mentioned as sponsor in all related press releases



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Majesty Palm Sponsor ~ \$10,000

- Half-page ad in both the 50th Anniversary Gala and the FOT programs
- Eight (8) tickets for the 50th Anniversary Gala, FOT and Santa's Block Party
- Sponsor name on promotional materials for both the Gala and FOT
- Hole sponsorship signage at the annual Golf Classic.
- Sponsor logo and link on the www.goodwillswfl.org and www.tuxandtrees.com
- Recognition in e-newsletter (5,000+ contacts)
- Posted on Facebook page as an annual sponsor (18,000+ followers on Goodwill page, 5,000+ followers on FOT page)
- Opportunity to be a donation location for our annual Teddy Bear Drive
- Live mention at the 50th Anniversary Gala and during FOT ArtWalk/Holiday Stroll
- Mentioned as sponsor in all related press releases

Sabal Palm Sponsor ~ \$5,000

- Quarter-page ad in both the 50th Anniversary Gala and the FOT programs
- Four (4) tickets for the 50th Anniversary Gala, FOT and Santa's Block Party
- Sponsor name on event signage at Gala and FOT
- Hole sponsorship signage at the annual Golf Classic
- Sponsor name on promotional materials for Gala and FOT
- Recognition in e-newsletter (5,000+ contacts)
- Posted on Facebook page as an annual sponsor (18,000+ followers on Goodwill page, 5,000+ followers on FOT page)
- Opportunity to be a donation location for our annual Teddy Bear Drive
- Listing on www.goodwillswfl.org and www.tuxandtrees.com

Coconut Palm Sponsor ~ \$2,500

- Eighth-page ad in both the 50th Anniversary Gala and the FOT
- Two (2) tickets for the 50th Anniversary Gala and the FOT
- Hole sponsorship signage at the annual Golf Classic.
- Sponsor name on event signage at the 50th Anniversary Gala and FOT
- Sponsor name on promotional materials for both Gala and FOT
- Recognition in e-newsletter (5,000+ contacts)
- Posted on Facebook page as an annual sponsor (18,000+ followers on Goodwill page, 5,000+ followers on FOT page)
- Opportunity to be a donation location for our annual Teddy Bear Drive
- Listing on www.goodwillswfl.org and www.tuxandtrees.com

Cabbage Palm Sponsor ~ \$1,000

- Two (2) tickets for the 50th Anniversary Gala, FOT, and Santa's Block Party
- Listing on www.goodwillswfl.org
- Listing in the programs for both events (the 50th Anniversary Gala and the FOT)

Areca Palm Sponsor ~ \$500

- Two (2) tickets for the 50th Anniversary Gala
- Listing in the program of 50th Anniversary Gala
- Listing on www.goodwillswfl.org

Sago Palm Sponsor ~ \$250

- Listing in the program of the 50th Anniversary Gala
- Listing on www.goodwillswfl.org

Date Palm Sponsor ~ \$100

- Listing on www.goodwillswfl.org

Sponsorship opportunities are customizable. Please note that some promotional opportunities are time sensitive.



2016 Annual Sponsorship Form

Organization's PRINTED Name (as you want to appear in programs)

Contact Name _____

Mailing Address _____

Phone # _____

Email Address _____

What is your Facebook page address?

What is your Twitter handle?

I would like to support in the following manner:

- | | |
|---|---|
| <input type="checkbox"/> Royal Palm Sponsor (Presenting) \$20,000 | |
| <input type="checkbox"/> Queen Palm Sponsor \$15,000 | <input type="checkbox"/> Cabbage Palm Sponsor \$1,000 |
| <input type="checkbox"/> Majesty Palm Sponsor \$10,000 | <input type="checkbox"/> Areca Palm Sponsor \$500 |
| <input type="checkbox"/> Sabal Palm Sponsor \$5,000 | <input type="checkbox"/> Sago Palm Sponsor \$250 |
| <input type="checkbox"/> Coconut Palm Sponsor \$2,500 | <input type="checkbox"/> Date Palm Sponsor \$100 |

By signing below, you agree to be a 2016 50th Anniversary Annual Sponsor. You also understand that we will be posting and reprinting your logo and company information on our social media sites, pamphlets, and other printed materials.

Signature _____ Date _____

Printed Name _____

Mail check to: SWFL Goodwill Foundation

Contact Madison Mitchell for more information or questions:
madisonmitchell@goodwillswfl.org or 239.995.2106 ext. 2213



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