



# “Partners in Opportunity”

## *2017 Annual Sponsorship Guide*

Help us offer life-changing opportunities — all year long

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](http://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.” ~ The Rev. Edgar J. Helms (1863-1942)  
Founder of Goodwill Industries

Goodwill founded in 1902 as an industrial program and as a social service enterprise, provides employment, training and rehabilitation for people of limited employability.

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

In 2016 we celebrated our 50th Anniversary--and what a year it was!

As we enter our 50th plus year, Goodwill is poised to serve Southwest Floridians in new and impactful ways, with expanded programs and services, and an additional retail location. These programs and services are supported in part by three signature events:

- The Breakthrough Awards and Fashion Show
- The 7<sup>th</sup> Annual Goodwill Golf Classic
- The 11<sup>th</sup> Annual Festival of Trees

As our “Partner in Opportunity” Annual Sponsor, you will receive year-round promotional opportunities on our website, social media, news releases, and printed materials at our events! **These events reach more than 400,000 Southwest Floridians!**

Make a positive IMPACT this year with your generous sponsorship to help us empower more than 30,000 thousand individuals with disabilities and disadvantages in our community.



# “Partners in Opportunity” 2017 Sponsorship Guide

Thank you for helping Goodwill Industries of Southwest Florida positively impact our community.

## Premier Sponsorship Levels

### Royal Palm Presenting Sponsor\* ~ \$25,000

- Premier sponsor for THREE major events:
  - Breakthrough Awards and Fashion Show, May 11
  - 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
  - 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
- Tickets to all three major events\*
- Sponsor logo and/or link on all promotional materials
- Story in our **Goodwill Effect** e-newsletter (more than 7,000 friends of Goodwill!)
- Live mention as the Presenting Sponsor at all three major events
- Opportunity to speak at all three major events
- Customization of your premier sponsorship package is available.

### Queen Palm Sponsor\* ~ \$15,000

- Premier sponsor for THREE major events:
  - Breakthrough Awards and Fashion Show, May 11
  - 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
  - 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
- Tickets to all three major events\*
- Sponsor logo and/or link on all promotional materials (printed and social media)
- Live mention as the Queen Palm Sponsor at all three major events

\*Customization of your premier sponsorship package is available.



[www.goodwillswfl.org](http://www.goodwillswfl.org) / [www.goodwilltrees.com](http://www.goodwilltrees.com)

5100 Tice Street Fort Myers FL 33905  
(239) 995-2106, extensions 2213 or 2247 Toll Free: (866) 995-2106  
TTY: (239) 995-9207

## Majesty Palm Sponsor ~ \$10,000

Your choice of two (2) major events:

- Breakthrough Awards and Fashion Show, May 11
- 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
- 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
  
- Tickets to chosen events
- Business logo on promotional materials for chosen events (printed and social media).
- Business logo and link listed on our website(s)
- Business logo on banner and signage at chosen events
- Full page ad in chosen event programs
- Live mention as the Majesty Palm Sponsor at chosen events.

## Sabal Palm Sponsor ~\$5,000

Your choice of two (2) major events:

- Breakthrough Awards and Fashion Show, May 11
- 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
- 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
  
- Tickets to chosen events
- Business logo on promotional materials for chosen events (printed and social media)
- Business logo and link listed on our website(s)
- Business logo on signage at chosen events
- Full page ad in one event program/half page ad in second event program

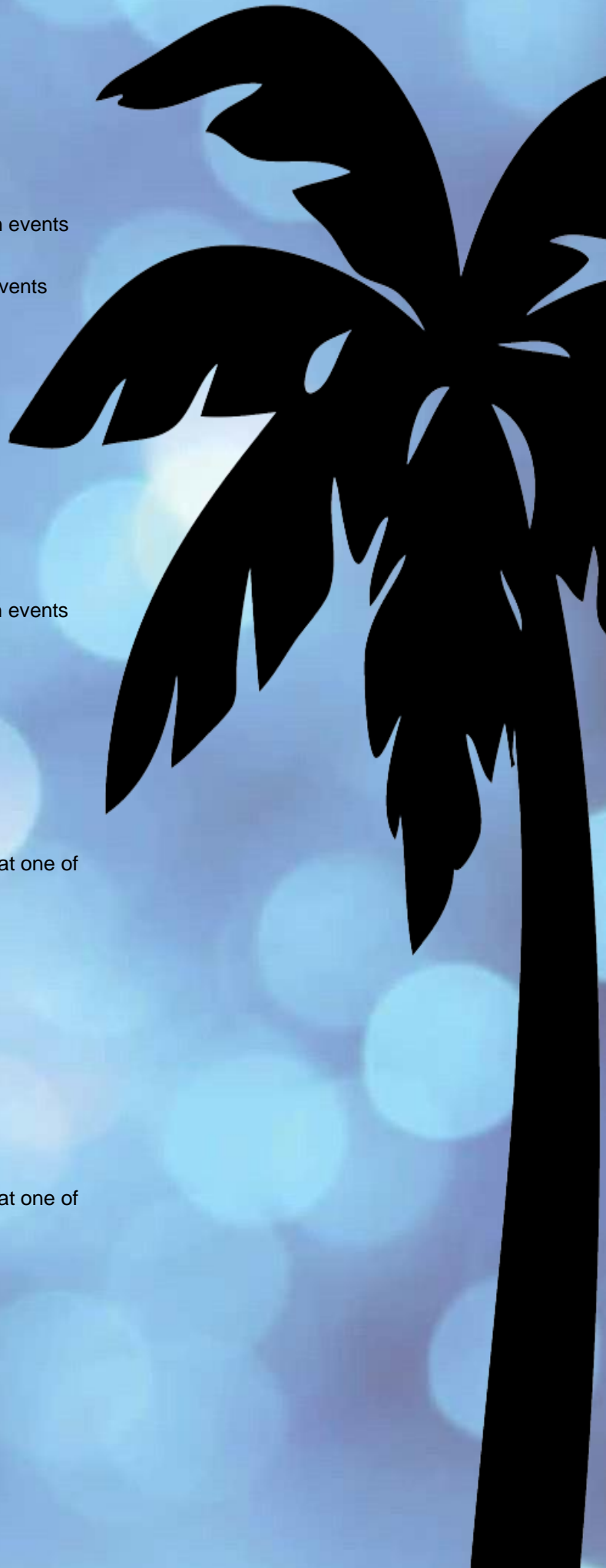
## Coconut Palm Sponsor ~ \$2,500

Sponsorship will be used where the need is greatest at one of our three major events:

- Breakthrough Awards and Fashion Show, May 11
- 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
- 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
  
- Four tickets to the event
- Business name on event promotional material (printed and social media)
- Business name on website
- 1/2 page ad in the event program

## Cabbage Palm Sponsor ~ \$1,500

- Sponsorship will be used where the need is greatest at one of our three major event:
  - Breakthrough Awards and Fashion Show, May 11
  - 7<sup>th</sup> Annual Goodwill Golf Classic, May 6
  - 11<sup>th</sup> Annual Festival of Trees, Nov. 28 – Dec. 3
  
- Two tickets to the event
- Business name on event promotional material (printed and social media)
- Business name on one website
- 1/4 page ad in event program



# 2017 Annual Sponsorship Form

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

Contact Name \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone# \_\_\_\_\_

Email Address \_\_\_\_\_

I would like to **IMPACT** and **EMPOWER**  
people in SWFL!

## Royal Palm Presenting Sponsor \$25,000

Queen Palm Sponsor  
\$15,000

Coconut Palm Sponsor \$2,500

Majesty Palm Sponsor  
\$10,000

Cabbage Palm Sponsor \$1,500

Sabal Palm Sponsor  
\$5,000

Other Sponsorship Opportunity  
(please call)

Make checks payable to: The Southwest Florida Goodwill Foundation

By signing below, you agree to be a 2017 "Partner in Opportunity" Annual Sponsor. You also understand that we will be posting and reprinting your logo and/or company name (where applicable) on our social media sites and other printed materials.

Signature \_\_\_\_\_

Date \_\_\_\_\_

Printed Name \_\_\_\_\_

**Contact Susan Hegarty for more information:  
susanhegarty@goodwillswfl.org. or 239-995-2106, ext. 2213**

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