



SUSTAINING SPONSORSHIP OPPORTUNITIES

“These are probably the first years of my life that I actually have financial stability.

– Maritza



For more than a century, Goodwill-Easter Seals has offered customized job training and career support driven by **our mission to eliminate barriers to work and independence.**

As a Minnesota-based nonprofit, our nearly 50 retail locations divert more than 65 million pounds from landfills each year and sustain 20+ statewide services and programs that reach people of all ages, abilities, and cultural backgrounds.

Our impact relies on the generosity of the community and philanthropic contributions are critical to the success of program participants. **As a Sustaining Sponsor**, companies can amplify their brand exposure to our extensive network while strengthening their support of the nearly 5,000 individuals served by Goodwill-Easter Seals each year.

Annual sponsorship opportunities range from \$15,000 to \$50,000 and include a robust package of signature benefits at annual events like Power of Work, Power of Purpose, Power of Partnerships, and other select events throughout the year.



Watch Maritza's story





SUSTAINING SPONSORSHIP OPPORTUNITIES

“I am a father and if I so choose to act on that I can do amazing things for my child.

– Elwyn ”

ONLINE REACH



Website
gesmn.org

Over 1.6 million visits annually



Social Media
@goodwillmn

Over 22,500 total followers



Watch Elwyn's story

POWER OF PARTNERSHIPS

December 5, 2023 | St. Paul, MN

Community Luncheon for partners, participants, employers, and community

POWER OF WORK

May 9, 2024 | Quincy Hall, Minneapolis

Signature event to showcase the achievements of participants as they build stability through employment

POWER OF PURPOSE

Winter 2024 (Date TBA) | Online Webinar

Online panel presentation with thought leaders discussing emerging workforce development trends and topics





SUSTAINING SPONSORSHIP OPPORTUNITIES

CAREER CHAMPION • \$50,000

Career Champions receive top-tier benefits including three reserved tables (24 seats) with complimentary wine service at the Power of Work event as well as all promotion and brand exposure outlined on the following page. In addition, Career Champions are key Goodwill-Easter Seals partners and will receive presenting rights at the Power of Purpose and Power of Partnerships events, a customized tour experience at a Goodwill retail location or program site, the opportunity to provide opening remarks at select events, newsletter spotlights, invitations to program graduation events, and the opportunity to present at quarterly CEO calls to the community.

(\$1,200 in goods and services received)

CAREER PARTNER • \$15,000

Career Partner sponsors receive two reserved tables (16 seats) with complimentary wine service at the Power of Work event, a full -page ad in the print program of the event, and all promotion and brand exposure outlined on the following page. In addition, Career Partners receive co-lead sponsor recognition at the Power of Purpose and Power of Partnerships events, a customized tour experience at a Goodwill retail location or program site, and a newsletter spotlight.

(\$800 in goods and services received)

CAREER AMBASSADOR • \$25,000

Career Ambassadors receive two reserved tables (16 seats) with complimentary wine service at the Power of Work event, a full-page ad in the print program of the event, and all promotion and brand exposure outlined on the following page. In addition, Career Ambassadors receive co-lead sponsor recognition at the Power of Purpose and Power of Partnerships events, a customized tour experience at a Goodwill retail location or program site, a newsletter spotlight, and invitations to program graduation events.

(\$800 in goods and services received)

Please see the following page for a complete list of sponsor benefits. As a sustaining sponsor at any level, Goodwill-Easter Seals will work with you to further customize additional recognition opportunities that maximize the experience and impact of your contribution. We are happy to tailor specific activations that align with your company or branding needs.

CONTACT

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SUSTAINING SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFIT	CAREER CHAMPION \$50,000	CAREER AMBASSADOR \$25,000	CAREER PARTNER \$15,000
POWER OF WORK			
Reserved Tables of 8	3	2	2
Event Program Advertisements	Full Page	Full Page	Full Page
Event Program Recognition	Logo	Logo	Logo
A/V Event Recognition from Stage	Logo	Logo	Logo
Event Website Recognition	Logo	Logo	Logo
Tablesides Wine Service	X	X	X
VIP Sponsor Pre-Event Celebration	X	X	X
Feature in GESMN Summer Newsletter	X	X	X
Exclusive Sponsor Signage at Table	X	X	X
Customized GESMN Tour or Experience	X	X	X
Group Post-Event Social Media Recognition	X	X	X
Logo Inclusion in Event Branding	X	X	
Verbal Recognition on Stage	X	X	
Exclusive Social Media Posts	X	X	
Remarks in Event Program	X		
POWER OF PARTNERSHIPS			
Presenting Sponsor Recognition	X		
Co-Lead Sponsor Recognition		X	X
Opening Remarks from Stage	X		
POWER OF PURPOSE			
Presenting Sponsor Recognition	X		
Co-Lead Sponsor Recognition		X	X
Opening Remarks from Stage	X		
ADDITIONAL ANNUAL BENEFITS			
Feature Article in Philanthropy Newsletter or E-Blast	X	X	X
Speaking Opportunity with Senior Leaders	X	X	X
Special Invitation to Career Training Graduation Events	X	X	X
Presenting Sponsor of Quarterly CEO Calls	X		