

Goodwill Industries International Event & Sponsorships - Standard Options

Increase your exposure to Goodwill Industries International (GII) conference attendees by choosing from an assortment of promotional and advertising opportunities through the GII events and sponsorship standard options menu. Opportunities are available as standalone advertising opportunities or as packages. View the grid for an overview and subsequent pages for detail.



		Opportunities to Purchase	Cost
PACKAGE OPTIONS			
<input type="checkbox"/>	Retail & Marketing Awards Support Sponsorship	10	\$2,500
<input type="checkbox"/>	Welcome Reception & Bar Sponsorship	1	\$5,000
<input type="checkbox"/>	Mobile App Sponsorship	2	\$2,500
<input type="checkbox"/>	Charge & Connect Cyber Sponsorship	1	\$5,000
<input type="checkbox"/>	Attendee Hotel Room – Bag Drop	2	\$3,000
<input type="checkbox"/>	Social WIFI Sponsorship	2	\$5,000
<input type="checkbox"/>	Vendor-hosted Evening Reception	1	\$2,500 + F&B*
<input type="checkbox"/>	Dinner Sponsorship – Finance Staff	1	\$2,500
<input type="checkbox"/>	Dinner Sponsorship – IT Staff	1	\$2,500
<input type="checkbox"/>	Dinner Sponsorship – PR Staff	1	\$2,500
<input type="checkbox"/>	Dinner Sponsorship – Resource Development	1	\$2,500
<input type="checkbox"/>	HeadShotLOUNGE™(HSL) Sponsorship	1	\$10,000
STANDALONE OPTIONS			
<input type="checkbox"/>	General Session 1 minute Video Commercial	1	\$2,500
<input type="checkbox"/>	Hotel Room Key Cards – Ads	1	\$2,000
<input type="checkbox"/>	Plasma 1 minute Video Commercial	Multiple	\$2,000
<input type="checkbox"/>	Plasma Rolling Static Ad	Multiple	\$1,000
<input type="checkbox"/>	Exhibits Booklet Color Ad (Full Page)	Multiple	\$1,000
<input type="checkbox"/>	Exhibitor Webinar Series Sponsorship	8	\$1,000

*F&B – Cost of Food and Beverage

Event & Sponsorships - Package Options

1. Retail & Marketing Awards Supporting Sponsorship **\$2,500**

Get key brand recognition by sponsoring the Awards Reception, recognizing Retail, Marketing, Sustainability and Contract business areas' top performing Goodwill agencies. Approximately 250 Goodwill agency staff from the above listed business areas are scheduled to attend. Awards Reception takes place on Monday August 10th from 5:00 pm to 6:15 pm. Specific sponsor benefits include:

- 1. VIP Table Seating and scripted and logo acknowledgement during Award Ceremony
- 2. (1) 30-minute Intro/Informational Webinar (*Webinar date earlier than December 31st, 2015*)
- 3. 12 Month Listing in Goodwill's Vendor Intranet– Member Marketplace
- 4. Logo Acknowledgement – Digital and Mobile App platforms
- 5. Sponsor Meet and Greet - Before & After Award Ceremony.

2. Welcome Reception + Bar Sponsorship **\$5,000**

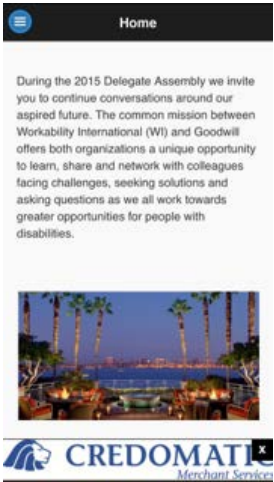
Increase your brand awareness by sponsoring the welcome reception of the conference and bar
Specific sponsor benefits include:

- 1. Logo Acknowledgement – Digital and Mobile App platforms
- 2. Digital – 1 Event Plasma Rolling Static Ad
- 3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace

3. Mobile App Sponsorship **\$2,500**

Advertise to every event attendee via sponsorship of the event mobile app used by attendees at the conference.
Specific sponsor benefits include:

- 1. Logo Acknowledgement – Digital and Mobile App platforms
- 2. Digital – 1 Event Plasma Rolling Static Ad
- 3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace



Sample Image - Your logo will appear as shown

4. Charge & Connect Cyber Café Sponsorship **\$5,000**

Enjoy extra visibility via sponsorship of the Conference Cyber Café.

Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace



Sample Image - Your logo will appear as shown

5. Attendee Hotel Room Bag Drop **\$3,000**

Enjoy the option to provide a max of 500 attendees with a thoughtful gift touting your company name. Hotel staff will drop sponsor items in hotel rooms of event attendees. Bag drop is limited to the Summer Conference and Tradeshow event hotel (Marriott). The bag drop gift must be approved by GII. Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace

6. Social WIFI Sponsorship **\$5,000**

Advertise to every event attendee via sponsorship of event meeting room WIFI.

Specific sponsor benefits include:

4. Logo Acknowledgement – Digital and Mobile App platforms
5. Digital – 1 Event Plasma Rolling Static Ad
6. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace

7. Vendor/Sponsor Hosted Reception

\$2,500 + F&B

Market your company by sponsoring a reception at the conference. At the same enjoy the opportunity to start, build or close your deals in a relaxed atmosphere. The cost of food and beverage served at reception is additional and the responsibility of the sponsor. Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace
4. Signage – Displaying your Company and logo as the sponsor of the Reception.

8. Dinner Sponsorship - Finance Staff

\$2,500

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace
4. Promo - Ability to leave dinner participants with a promotional item /gift

9. Dinner Sponsorship – IT Staff

\$2,500

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace
4. Promo - Ability to leave dinner participants with a promotional item /gift

10. Dinner Sponsorship - PR Staff

\$2,500

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace
4. Promo - Ability to leave dinner participants with a promotional item /gift

11. Dinner Sponsorship – Resource Development Staff

\$2,500

Connect strategically over dinner with your core target during the conference.

Specific sponsor benefits include:

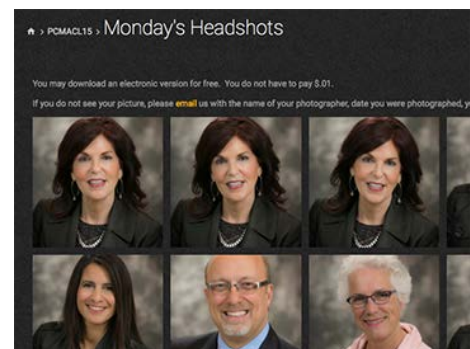
1. Logo Acknowledgement – Digital and Mobile App platforms
2. Digital – 1 Event Plasma Rolling Static Ad
3. 12 Month Listing in Goodwill's Vendor Intranet – Member Marketplace
4. Promo - Ability to leave dinner participants with a promotional item /gift

12. HeadShotLOUNGE™ (HSL) Sponsorship

\$10,000

Enjoy extra visibility via sponsorship of the Headshot lounge. The HeadShotLOUNGE™ is an exciting attendee experience allowing attendees to walk away with a beautiful executive portrait. Attendees selecting to get a portrait are treated to a quality makeup session before their photo session. Photos are subtly enhanced. Specific sponsor benefits include:

1. Digital - 1 Event Plasma Rolling Static Ad
2. Mobile – Acknowledgement as Mobile App sponsor in mobile schedule
3. Online - Sponsor mention in 2 emails sent to attendee - immediately with photo and 2 weeks later
4. Logo Acknowledgement – Digital and Mobile App platforms
5. Print – Sponsor logo on printed images
6. Promo - HSL™ personnel (camera and make up staff) will wear logo attire.
7. Face to Face – Optional sponsor participation in the operation of the HeadShotLounge.



Sample Image - Your logo will appear as highlighted shown

Event & Sponsorships - Standalone Options

1. General Session 1 minute Video Commercial

\$2,500

Advertise to all attendees by having your approved commercial play during the general session prior to the Welcome Reception.

2. Hotel Room Key Cards – Ads

2,500

Advertise to event attendee via their hotel room keys.

3. Plasma 1 minute Video Commercial

\$2,000

Advertise via large screen plasma screens strategically placed at the conference. Your company commercial video will rotate with other video and static ads throughout the conference.

4. Plasma Rolling Static Ad

\$1,000

Advertise via large screen plasma screens strategically placed at the conference. Your company logo will rotate with other ads throughout the conference.

5. Exhibits Booklet Color Ad – Full Page

\$1,000

Advertise to event attendee via a full page color ad in the exhibits booklet.

6. Exhibitor Webinar Series Sponsorship

\$1,000

Introduce your company to Goodwill attending or non-attending staff via a 10-minute interactive webinar. A Q&A session will take place after the webinar. Webinars will be recorded and available on Goodwill Vendor Intranet – Member Marketplace. Webinar registration will be marketed by GII however vendors are free to invite their contacts and incentivize contacts to refer colleagues. Contact information of attendees will not be shared with exhibitors. Includes 12 Month Listing in Goodwill Vendor Intranet – Member Marketplace (a \$1200 value)

Sponsorship Ad Specifications & Deadlines

Ad Specifications

Video/Commercial

- Any standard video formats - *FLV (Flash Video)*, *AVI (Audio Video Interleave)*, *MOV (Apple's QuickTime)*, or *Power Point*
- Video maximum duration: 60 seconds – 120 seconds
- Sponsor must provide video as a downloadable file or provide video on flash drive or DVD.
 - Entire video must be approved by GII's brand and public relations department.
 - Video must not show any Goodwill logo or infer a relationship to any Goodwill organization unless approved by GII's brand and public relations departments.
 - To accommodate multiple GII approval and subsequent revisions, videos must be created by 15th of the month prior to the conference.

Hotel Key Card

Software Applications

- QuarkXpress, InDesign, Illustrator and Photoshop accepted. Microsoft Word, Excel, Power Point or Publisher files are not accepted.
- High resolution PDFs are accepted – please make sure files include bleed. Also include a directional arrow in the design unless the keycard is RFID technology.

File Information • Formats

- Vector artwork only
- If in Photoshop, submit layered, CMYK files. Resolution should be 300 at actual size.
- Do not send low resolution images from the internet.
- Supply all necessary fonts and images. Collect for Output (Quark) or Package (InDesign) your documents to ensure everything is included.
- All type should be at least 6pt. in size. To be legible, reversed type should be at least 8pt.
- Artwork using PMS colors and Photoshop monotone or duotone files are accepted.
- Keep all non-bleed elements (logos, arrows, etc.) 1/8 " inside all edges of the keycard.
- Bleed, if applicable, should extend 1/16" beyond the edges of the card.
- All rules and outlines should be .5 pt. or greater.
- Spot colors can be converted to CMYK but cannot be guaranteed to match the specified PMS color when printed as process.

Digital Plasma Ad Slide

- Horizontal Microsoft Power Point Slide
- 1024 x 768 pixels JPG

Logos

- In vector format – Eps format preferred

Print ads for Tradeshow Booklet Ad

- Full page - 10" H x 8"W PDF
- Half page - 5" H x 4"W PDF
- Ad format - PDF

Sponsorship Reservation and Ad Submission Deadlines

To secure Goodwill Summer Conference advertising and sponsorships, email naomi.iheme@goodwill.org before date listed below. Ads are also due on same day before 5:00 PM.

July 15, 2015

Standard Sponsorship Terms and Conditions

These Standard Sponsorship Terms and Conditions (“Terms”) are entered into by Goodwill Industries International, Inc. (“GII”) and _____ (“Vendor”). These Terms govern Vendor’s participation in GII’s Standard Sponsorship Program (“Program”).

The parties agree that each: is acting in the capacity as an independent contractor; has no authority to bind the other; will perform its obligations in a timely, professional and technically competent manner in accordance with industry standards, if any, and all applicable laws, rules and regulations; and will not infringe any patent, copyright, trade secret, or other proprietary right of any other person or entity.

1. Program. Vendor will provide promotional text, trademarks, product images and/or content (collectively, “Content”) necessary for GII to provide the selected Vendor benefits described in the GII Event and Sponsorships Standard Options brochure (attached as Attachment 1). Vendor will provide all Content in accordance with GII’s instructions, including the manner of transmission to GII and the lead-time prior to publication. GII shall not be required to publish any Content that is not received in accordance with its instructions.

PACKAGE OPTIONS

- \$2,500 Retail & Marketing Awards Support Sponsorship \$
- \$5,000 Welcome Reception & Bar Sponsorship
- \$2,500 Mobile App Sponsorship \$ Reduced
- \$5,000 Charge & Connect Cyber Sponsorship
- \$3,000 Attendee Hotel Room – Bag Drop
- \$5,000 Social WIFI Sponsorship
- \$2,500* Vendor-hosted Evening Reception
- \$2,500 Dinner Sponsorship – Finance Staff
- \$2,500 Dinner Sponsorship – IT Staff
- \$2,500 Dinner Sponsorship – PR Staff
- \$2,500 Dinner Sponsorship – Resource Development
- \$10,000 HeadShotLOUNGE™(HSL) Sponsorship

STANDALONE OPTIONS

- \$2,500 General Session 1 minute Video Commercial
- \$2,000 Hotel Room Key Cards – Ads
- \$2,000 Plasma 1 minute Video Commercial
- \$1,000 Plasma Rolling Static Ad
- \$1,000 Exhibits Booklet Color Ad (Full Page)
- \$1,000 Exhibitor Webinar Series Sponsorship

See prospectus or registration website for sponsorship full descriptions *Additional cost of Food & Beverage.

2. Payment. Vendor agrees to pay GII _____ within 30 days of receipt of an Invoice.

3. Termination. Either party may terminate this agreement with 30 days written notification to the other sent to the aforementioned addresses.

4. Confidentiality

Each agrees not to disclose any information reasonably considered to be confidential or proprietary information of the other.

5. Content License; Intellectual Property. Vendor hereby grants GII a world-wide, non-exclusive, royalty-free license to distribute, display, reproduce, transmit, and otherwise use the Content as reasonably anticipated to fulfill GII's obligations under this agreement, including without limitation, a non-exclusive, royalty-free right and license to establish a link to the home page of Vendor's Internet site if applicable. Vendor retains ownership of all Content in the form delivered to GII, and any existing trade and service marks of Vendor. GII retains ownership of any existing trade and service marks of GII.

6. Content Limitations

Content may not contain, advertise, link (either directly or, if with the knowledge of Vendor, indirectly) to or otherwise be related to content that GII, at its sole discretion, determines: (a) is obscene, defamatory, libelous, slanderous, profane, indecent or unlawful (which GII shall have the sole discretion to define); (b) infringes or misappropriates third party rights (including, but not limited to, copyrights, trademarks, service marks or any other proprietary, publicity or privacy right); (c) constitutes "hate speech," whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, sexual orientation or language of such individual or group; (d) constitutes political advertising or political speech (which GII shall have the sole discretion to define); (e) facilitates or promotes gambling, or the sale or use of liquor, tobacco or firearm products, or illicit drugs; or (f) facilitates, promotes or forwards illegal contests, unlawful gambling activities or lotteries, pyramid schemes or chain letters.

7. Links to Internet Sites

Vendor hereby represents and warrants to GII that each Internet site identified by URLs in Content to which a user may link through GII's Internet site do not promote or contain viruses, worms, corrupted files, cracks or other materials that are intended to or may damage or render inoperable software, hardware or security measures of GII or any third party, and do not use any "spyware" or "adware" in connection with this agreement, and that they do not directly or indirectly distribute any commercial message, or authorize any third party to distribute any commercial message, by means of "spyware" or "adware" in connection with this agreement ("spyware" or "adware" is any software which has been downloaded to and/or installed on an Internet user's computer, without the user's active consent, and facilitates the distribution of any commercial message to the user.)

8. Representations and Warranties

Vendor hereby represents and warrants to GII that: (a) it has the full corporate rights, power and authority to enter accept these Terms and to perform the acts required of it hereunder; (b) its execution of this agreement does not and will not violate any agreement to which Vendor is a party or by which Vendor is otherwise bound, or any applicable law, rule or regulation (including those regulating the use and distribution of content on the Internet and protection of personal privacy); (c) To the best of the Vendor's knowledge the Content and all products and/or services offered, sold or otherwise provided as part thereof, including without limitation Vendor's Internet site (including any links to other Internet sites), do not and will not (i) violate any third party intellectual property rights (including, but not limited to, copyrights, trademarks, service marks or any other proprietary, publicity or privacy right) or give rise to any obligation for the payment of any sums to any third party by GII or GII's successors in interest; (ii) violate any criminal laws or any rights of any third parties, including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any antidiscrimination law or regulation, or any other right of any person or entity; (iii) include any material that is: unlawful, harmful, fraudulent, threatening, abusive, harassing, defamatory, vulgar, obscene, profane, hateful, racially, ethnically or otherwise objectionable, including, without limitation, any

material that encourages conduct that would constitute a criminal offense, give rise to civil liability, or otherwise violate any applicable local, state, national or international law.

9. Indemnification / Insurance

Each shall indemnify and hold harmless the other, its officers, directors, employees, members and agents, and each of them from any claims, actions, demands or liabilities whatsoever that may arise out of any act or omission, breach of this agreement, or other activity conducted by the other in connection with this agreement.

10. Release; Liability Limitation

Vendor hereby releases GII from any and all claims, demands and damages (actual and consequential) of every kind and nature, loss, liability or expense occasioned by Vendor by reason of (a) any failure to publish Content pursuant to this agreement; (b) errors and/or omissions in the Content placement or manner of display thereof; and (c) failure to return materials or any media (original art work, disks, film). Vendor is solely responsible for any liability arising out of or relating to (i) the Content, and/or (ii) any material on any Internet sites to which users can link through the Content. GII shall not be liable to Vendor for any technical malfunction, computer error or loss of data or other injury, damage or disruption to the Content or Internet sites.

IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES WHATSOEVER, INCLUDING WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION, LOSS OF OR UNAUTHORIZED ACCESS TO INFORMATION ARISING OUT OF THIS AGREEMENT, EVEN IF SUCH DAMAGES ARE FORESEEABLE, AND WHETHER OR NOT EITHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. FURTHER, IN NO EVENT SHALL EITHER PARTY'S AGGREGATE LIABILITY ARISING WITH RESPECT TO THIS AGREEMENT EXCEED THE TOTAL AMOUNT OF FEES PAID BY VENDOR TO GII UNDER THIS AGREEMENT.

11. Disclaimers

GII does not guarantee any given level of distribution, reach or readership for the Content. GII may at its sole discretion provide reports to Vendor. GII makes no warranty, express or implied, as to any matter, including, without limitation, the Vendor benefits provided to Vendor hereunder.

12. Miscellaneous

- (a) No representations were made or relied upon by either party, other than those expressly set forth in this agreement.
- (b) This agreement shall be governed, enforced, performed and construed in accordance with the laws of the State of Maryland (except those conflicts of laws provisions which would defeat application of Maryland substantive law). Any controversy or claim arising out of or related to this agreement shall be brought solely in the state or federal courts sitting in the state of Maryland.
- (c) This agreement shall not be modified except by a written agreement dated subsequent to the date of this Agreement and signed on behalf of Vendor and GII by their respective duly authorized representatives.
- (d) Neither party shall be liable for any failure, deficiency or delay in the performance of its obligations under this agreement due to any force majeure, which shall include, but not limited to any store, flood, fire, aircraft damage, explosion, electrical or communication line failure, disturbance, war or military action, Government act or administrative delay, equipment failure or non-delivery, inability to obtain materials or any cause or matter whatsoever not within the reasonable control of the Parties. In the event of such a force majeure, the affected Party shall be entitled to a reasonable extension of time for the performance of its obligations under this

agreement.

- (e) This Section 12 and Sections 4 (Confidentiality), 8 (Representations and Warranties), 9 (Indemnification), 10 (Release; Limitation of Liability), and 11 (Disclaimers) shall survive termination, along with any other provisions that might reasonably be deemed to survive such termination.

Hereby Agreed:

VENDOR NAME

By:

Name
Title

Date