

2025

Sponsorship Prospectus



Join us in
celebrating the
Power of Work!

Contact Us!

Leah Williams

Vice President, Brand & Community Engagement

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GOODWILL
AWARE AND DELAWARE COUNTY





2025 Goodwill Inspiration Awards Sponsorship Prospectus

The Goodwill Inspiration Awards Luncheon celebrates and recognizes individuals, organizations and businesses that reflect Goodwill’s mission of removing barriers to self-sufficiency through the **Power of Work**.

Please join us, Friday, May 9, 2025, at the Chase Center in Wilmington, Delaware to celebrate our program participants and team members, businesses and community organizations, while raising awareness and funds to support our non-profit mission!

The luncheon is attended by nearly 400 leaders from the business, non-profit, and government sectors throughout the four counties we serve.

Since 2012 our sponsors and luncheon attendees have included:

- | | | |
|------------------------------------|--|-------------------------------|
| Accurate Tint and Print | Diamond Technologies | PwC |
| Action Unlimited Resources | Du Pont | Prospero Consulting |
| Aetna | Eckert Seamans Cherin & Mellot | Prosperity for All, LLC |
| Ameriprise Financial Services, Inc | EDiS Company | Quantum Controls |
| Ancero | Emory Hill Companies | Richards Layton & Finger |
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| Atlantic Trailer | Gordy Management | Simkiss & Block |
| Bank of America | Growth Consulting, Inc | Sonitrol Security of Delaware |
| Barbacane Thornton and Co. | Gunnip & Company CPAs | Studio JAED |
| BDO USA, LLP | Harvey Hanna and Associates | TD Bank |
| Biddle Capital Management | Highmark Delaware | The Kenny Family ShopRites |
| Big Box Buildings | IFS Benefits | The MandMarblestone Group |
| Breckstone Architecture | Key National Trust Company of Delaware | The WRK Group |
| CBM IFS Insurance | KING Creative | Tri-M Group |
| Christiana Health Care System | Laird Stabler & Associates | Tsionas Management, Inc |
| CIGNA | Lewis Brisbois Bisgaard & Smith | United Healthcare |
| Citizens Bank | McCollum D’Emilio Smith Uebler | Upper Darby Township |
| City of Wilmington/City Council | Met-Life | Upright Labs |
| Comcast | Monroe Energy | Waste Management |
| Corporation Service Company | M&T Charitable Foundation | Weiner Benefits Group |
| Crozer-Chester Medical Center | National Reality Corporation | Whisman Giordano & Associates |
| Delaware Business Times | New Castle County Chamber of Commerce | Wohlsen Construction |
| Delaware Community Foundation | New Castle County Executive | WSFS Bank |
| Del-One Federal Credit Union | Patterson Woods | WTW |
| Delaware Today/Today Media | PayCom | Wilmington Alliance |
| Delmarva Blood Bank | Pennoni | Wilmington City Council |
| Delaware State Chamber of Commerce | Pettinaro | Wilmington University |
| Delmarva Broadcasting | Philadelphia Pike Partners | Year Up |
| Delmarva Power | PNC Bank | |
| Del-One Federal Credit Union | | |



Align your organization's brand with Goodwill's *vision of empowering people, strengthening families, building communities, and protecting the planet* through a luncheon sponsorship.

As a sponsor of the Goodwill Inspiration Awards, your organization will enjoy networking opportunities and brand visibility with the nearly 400 luncheon attendees from the business, non-profit and government sectors, as well as visibility to our shoppers, donors and supporters:

- Social media audience: 27,000+ followers
- Good
- Perks email subscribers: 12,000+

Goodwill Inspiration Awards Luncheon Sponsorship Packages

Custom sponsorships are available.

\$10,000 INSPIRATION Premier Sponsor

- Opportunity for company representative to give remarks and present an award
- Sponsor logo featured in all award recipient videos
- Brand recognition in all event materials, social media (logo), press releases
- Stand-alone social media post with logo recognition and link to sponsor website
- Two tables Premier seating, 16 seats total
- Full-page print ad in event program book
- Logo recognition in Good Perks email, Inspiration Awards edition (12k subscribers)
- Digital ad in eight Good Perks loyalty program emails (12k subscribers)
- Digital ad in four quarterly Goodwill Community Engagement newsletters
- 450-minutes of advertising time on Goodwill store radio (17 locations)

\$5,000 EMPOWER Sponsor

- Opportunity for company representative to give remarks and present an award
- Brand recognition in all event materials, social media (logo), press releases
- Stand-alone social media post with logo recognition and link to sponsor website
- Two tables Premier seating, 16 seats total
- Logo recognition in Good Perks email, Inspiration Awards edition (12k subscribers)
- Digital ad in six Good Perks loyalty program emails (12k subscribers)
- Digital ad in Goodwill Community Engagement newsletters
- 250-minutes of advertising time on Goodwill store radio (17 locations)

\$3,200 IMPACT Sponsor

- Brand recognition in all event materials, social media (logo), press releases
- Stand-alone social media post with logo recognition and link to sponsor website
- One table, Preferred seating, 8 seats
- Logo recognition in Good Perks email, Inspiration Awards edition (12k subscribers)
- Digital ad in four Good Perks loyalty program emails (12k subscribers)
- Digital ad in Goodwill Community Engagement newsletters



\$2,000 ENERGIZE Sponsor

- Brand recognition in all event materials, social media (logo), press releases
- Stand-alone social media post with logo recognition and link to sponsor website
- One table, reserved seating for 8
- Logo recognition in Good Perks email, Inspiration Awards edition (12k subscribers)
- Digital ad in two Good Perks loyalty program emails (12k subscribers)

\$1,300 POWER OF WORK Table Host

- Logo listing in all event materials, social media. Named in press releases
- 1 Table, reserved seating for 8
- Logo recognition in Good Perks email, Inspiration Awards edition (12k subscribers)

\$1,000 BUILDING COMMUNITY Supporter

- Logo listing in all event materials, social media. Named in press releases
- Exclusive sponsor of six Good Perks emails (12k subscribers) with 800 x 300 digital ad and click-thru to your website
- Reserved seating for 4

\$750 ENCOURAGE Supporter

- Name listing in the luncheon program, event website, social media post
- Reserved seating for 4

\$350 MISSION Supporter

- Name listing in the luncheon program, event website, social media post
- Reserved seating for 2

Your sponsorship dollars help to advance our non-profit mission of improving the lives of people facing barriers to self-sufficiency, through the **Power of Work!**

To join us as a sponsor please contact Leah Williams or visit www.GoodwillDE.org/Sponsorship.

Goodwill of Delaware & Delaware County is a 501(c)(3) charitable organization and donations are tax deductible to the extent allowed by the IRS. Our Federal ID number is 51-0064311.

Thank you for considering sponsorship of the 2025 Goodwill Inspiration Awards Luncheon. We look forward to partnering with you!

Colleen P. Morrone
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Special Thanks
to Prior Year Sponsors

INSPIRATION AWARDS



INSPIRATION Sponsors



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**GORDY
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UEBLER LLC**

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Understanding what's important™

Monroe Energy
FUELING THE CLIMB

**SAUL EWING
ARNSTEIN
& LEHR**

WSFS bank
We Stand For Service™

wtw

POWER OF WORK Table Hosts

Accurate Tint & Print
Ameriprise Financial
Arkieva
BDO USA, LLP
Chu & Matarese Family

CSC
Fox Rothschild, LLP
Highmark Delaware
IFS Benefits

King Creative
The Morrone Family
Patterson-Woods
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Richards Layton & Finger
Santora CPA Group
Studio JAED
Wilmington City Council

ENCOURAGE Supporters

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Tri-M Group
Upright Labs
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Key National Trust Company of Delaware
Lewis Brisbois Bisgaard & Smith LLP
Met-Life

New Castle County
Pennoni
Prosperity for All, LLC
Waste Management

The Williams Family
Wilmington Alliance
Year Up



GOODWILL
OF DELAWARE AND DELAWARE COUNTY

WWW.GOODWILLDE.ORG/AWARDS