

A man with short dark hair and glasses, wearing a dark grey t-shirt, blue overalls, and safety glasses, is smiling while working in a factory. He is seated in a blue wheelchair and is using a tool to work on a metal part on a workbench. The background shows industrial equipment and a blue wall.

Corporate Sponsorships

Empowering **6,888** people with disabilities and other barriers through job training & work!

60
Years
South Florida

Goodwill
South Florida



Celebrating **60** Years | **Goodwill** 
South Florida | **South Florida** goodwill

November 16, 2019 • 7 pm

Hilton Miami Downtown

Craft Your **Look**
Inaugural Gala

Good Music | Good Fashion | Goodwill.

Goodwill South Florida, an innovative, unique and diversified social enterprise nonprofit invites you to enjoy Good Music, by the "Spirit of Goodwill" Band.

Enjoy Good Fashion, with a fashion show of repurposed apparel curated by Miami's very own couture designer, Rene Ruiz, with contributions by Miami Dade College Fashion Institute students.

Enjoy Goodwill, with a silent auction,
dinner and dancing.

Benefitting Goodwill South Florida's mission to help people with disabilities, and other barriers to work.

Attire: Cocktail - Miami Chic

For sponsorships & table reservations:
Adele Lorenzo | alorenzo@goodwillmiami.org

We have an **AMBITIOUS MISSION:**

Training, employment and job placement
for people with disabilities and other
barriers to work – providing hope,
opportunity and greater independence.



Dear Community Partners,

We are so proud of what we have accomplished together at Goodwill South Florida and we are fortunate to be leading this organization. Goodwill means so much to us as it has for thousands of South Floridians over the last six decades. That's why we are celebrating, and we need your help!

“Craft Your Look” Inaugural Gala is an evening of **Good Music, Good Fashion and Goodwill**. In the following pages, you will learn more about our celebration and how Goodwill South Florida is serving our community. With your sponsorship you can help us transform lives through hope, opportunity and the power of work.

We know we can count on you! Together, we'll continue our impact into the next 60 years and beyond.

Sincerely,

Tomas Erban
Board Chair

David Landsberg
President and CEO, Goodwill South Florida

Lasting Impact

WE MADE A TREMENDOUS IMPACT IN SOUTH FLORIDA LAST YEAR

1,505	6,888	10,950	28,000,000
Placed in employment opportunities both in the community & Goodwill South Florida	Number of people with disabilities served in South Florida	Units of service provided to employees by our Employee Health Services	Million pounds of resold goods kept out of our landfills.



PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL.

NOV. 16, 2019
*Craft Your Look.
Good Music. Good Fashion.
Goodwill.
Hilton Miami Downtown
7:00 PM*



Craft Your Look

In celebration of our 60th Anniversary, Goodwill South Florida will host its inaugural fundraising gala, “Craft Your Look” – an evening of Good Music, Good Fashion and Goodwill.

Feel like you’ve stepped into a designer’s studio, filled with color, whimsy and creativity. Enjoy the magic of an unforgettable unique band, *The Spirit of Goodwill*. Be inspired by dynamic fashion statements curated by Miami fashion designer, Rene Ruiz and a first class fashion show by Miami Fashion Institute students using fashion pieces from our Goodwill stores - highlighting the benefits of responsible and repurposed fashion.

Join us as we celebrate and raise funds for our mission of training, employment and job placement for people with disabilities and other barriers to work by providing a pathway for hope, opportunity and greater independence.

Honorary Chairs

Leonard and Jayne Abess

Chair

Rachel Sapoznik

Vice Chairs

Tony and Conchita Argiz

Host Committee

Albert and Rebecca Santalo
Barbara L. Shrut and Steven R. Gretenstein
Joseph P. and Suzanne Lacher
Julie Greiner Weiser and Michael Weiser

Manny A. Diaz and Robin Smith
Merrett Stierheim and Judy Cannon
Robert & Melly Sanchez
Tomas P. and Sandra Erban

Key Event Details:

Objective:

The objective of this event is to create awareness, further engage the community by getting to know each other, and fundraising to support our mission of training, employment and job placement for people with disabilities and other barriers to work.



Attendance:

Our goal is to have between 300 to 500 guests with an aspirational goal of 500+. We can achieve this with your support and commitment.

Demographics:

This event is being planned to target a wide range of guests including our Board of Directors, Trustees and their guests, key members of the business community including real estate, banking, insurance, community leaders, philanthropists, legislators, media, fashion & retail, theater and also targeting 25 - 45 young professionals, social influencers and college students by having them join us for after dinner drinks & dessert.

Benefits of Sponsorship:

You too can “Craft” your company’s look and join our inaugural gala by:

- Attracting customers to your brand and keeping it relevant and interesting.
- Strengthen your brand image by humanizing it.
- Improve company awareness and visibility
- Show corporate social responsibility
- Get more involved with your community
- Build company credibility
- Entertain key clients by inviting them to our “Craft Your Look” Gala that we promise will be a moving experience you won’t soon forget.



PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL

Craft
Your Look

**\$50,000
SPONSORSHIP**

**DIAMOND
SPONSOR**

EXCLUSIVE LEVEL ONLY (2) DIAMOND SPONSORSHIPS AVAILABLE

- Two tables of ten - premium location
- Live recognition from stage.
- Sponsor recognition on digital display (on gobo) inside the main event room.
- Recognition as Diamond Sponsor on all event materials & collateral including invitations, electronic communications through social media, email and website, in all press releases with quote from sponsor leadership and event step & repeat.
- Two (2) full page color ads in printed program with Diamond Sponsor logo recognition in printed program (deadline applies).
- Recognition as Diamond Sponsor on event website with link to sponsor's website.
- Event photography capturing key moments and sponsor guests.
- Post event coverage: photo, company name & quote included in **Social Miami**, a premier promotional vehicle for events in Miami-Dade and Broward counties. SocialMiami's 30,000 site visitors and more than 95,000 opt-in subscribers and social media followers regularly consult the homepage for reviews, events, society pictures and profiles.
- Sponsor message included in one (1) post event recap email to GoodwillSFL database (over 20k subscribers), one (1) organic GoodwillSFL post on LinkedIn, Instagram, Facebook & Twitter (over 5k followers).
- Two (2) private behind-the-scenes tours of Goodwill South Florida headquarters for a group of up to ten (10) people with a special performance by the Spirit of Goodwill band.
- US 3' x 5' flag gift pack made with love by people with disabilities for each table guest.

SOCIAL IMPACT

10 Goodwill participants.
Your contribution sponsors a four (4) week paid job training program for ten South Florida participants.



Goodwill
South Florida

Email alorenzo@goodwillmiami.org for more information
or call (305) 326-4182

**All benefits subject to receiving commitment by press time*

Craft
Your Look

\$25,000
SPONSORSHIP

**PLATINUM
SPONSOR**

PLATINUM SPONSORSHIPS DETAILS

- One table of ten - premium location
- Live recognition from stage.
- Recognition as Platinum Sponsor on all event materials & collateral including invitations, electronic communications through social media, email and website, in all press releases and event step & repeat.
- One (1) full page color ad in printed program with Platinum Sponsor logo recognition in printed program (deadline applies).
- Recognition as Platinum Sponsor on event website with link to sponsor's website.
- Post event coverage: photo, company name included in **Social Miami**, a premier promotional vehicle for events in Miami-Dade and Broward counties. SocialMiami's 30,000 site visitors and more than 95,000 opt-in subscribers and social media followers regularly consult the homepage for reviews, events, society pictures and profiles.
- Event photography capturing key moments and sponsor guests.
- Sponsor message in one (1) organic GoodwillSFL post on Instagram (2k followers)
- One (1) private behind-the-scenes tour of Goodwill South Florida headquarters for a group of up to ten (10) people with a special performance by the Spirit of Goodwill band.

SOCIAL IMPACT

5 Goodwill participants.
Your contribution sponsors a four (4) week paid job training program for five South Florida participants.



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Craft
Your Look

\$15,000
SPONSORSHIP

GOLD
SPONSOR

GOLD SPONSORSHIPS DETAILS

- One table of ten - premium location
- Live recognition from stage.
- Recognition as Gold Sponsor on all event materials & collateral including invitations, electronic communications through social media, email, website and in all press releases.
- One (1) half page color ad in printed program with Gold Sponsor logo recognition in both printed and digital display program (deadline applies).
- Company recognition in **Social Miami**, a premier promotional vehicle for events in Miami-Dade and Broward counties. SocialMiami's 30,000 site visitors and more than 95,000 opt-in subscribers and social media followers regularly consult the homepage for reviews, events, society pictures and profiles. post event coverage.
- Recognition as Gold Sponsor on event website with link to sponsor's website.
- Event photography capturing key moments and sponsor guests.
- One (1) private behind-the-scenes tour of Goodwill South Florida headquarters for a group of up to five (5) people with a special performance by the Spirit of Goodwill band.

SOCIAL IMPACT

2 Goodwill participants.
Your contribution sponsors a four (4) week paid job training program for two South Florida participants.



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Craft
Your Look

\$10,000 | \$6,500
SPONSORSHIP



SILVER SPONSOR | \$10,000

- One table of ten
- Live recognition from stage.
- Recognition as Silver Sponsor on all event materials & collateral including invitations, electronic communications through social media, website and in all press releases.
- One (1) half page color ad in printed program with Silver Sponsor logo recognition in both printed and digital display program (deadline applies).
- Recognition as Silver Sponsor on event website with link to sponsor's website.

SOLD OUT!



BRONZE SPONSOR | \$6,500

Share the event experience by donating unused seats to Goodwill program participants.

- One table of ten
- One (1) half page color ad in printed program with Bronze Sponsor logo recognition in both printed and digital display program (deadline applies).

SOLD OUT!

IN-KIND AND CUSTOMIZED SPONSORSHIPS AVAILABLE

Please call us for details.



Email alorenzo@goodwillmiami.org for more information
or call **(305) 326-4182**

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IF YOU KNOW
*Other's that would like
to join the fun, share their
name and this packet*

PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL.



Craft Your Look

NOV. 16, 2019

SPONSORSHIP AGREEMENT



☐ \$50,000 Diamond

☐ \$25,000 Platinum

☐ \$15,000 Gold

☐ \$10,000 Silver

☐ \$6,500 Bronze

SOLD OUT!

SOLD OUT!

Not sure how to fill your table? You can share the event experience by donating unused seats.
We'll invite Goodwill program participants and their families.

Name to be recognized:

CONTACT INFORMATION

Company Name(s) and Contact Name(s):

Title:

Address:

Phone:

Email:

PAYMENT INFORMATION

☐ Payment by Credit Card

☐ Pay by check

**make payable to Goodwill South Florida*

☐ Invoice | Contact me

PLEASE CHARGE MY CREDIT CARD

Credit Card Number:

Expiration Date:

Security Code:

Zip Code:

SPONSORSHIP COMMITMENT DUE BY OCT 7TH 2019



Email alorenzo@goodwillmiami.org for more information
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Craft Your Look

NOV. 16, 2019

SILENT AUCTION DONATION



Ideas: jewelry, travel
experiences, sports
memorabilia, sporting
events tickets, theme park
tickets, private charter
fishing, golf experiences,
designer handbags,
electronics, liquor, gift
certificates (dining, spa,
retail, boutique)
Minimum Value: \$250

DONATION DESCRIPTION

Please describe item as it should read on description sheet:

Restrictions if any:

Estimated value:

Expiration Date:

PROCUREMENT | DELIVERY INSTRUCTIONS

☐ Picked up ☐ Mailed ☐ Delivered

Donor Signature:

Date:

DONOR INFORMATION

Company Name(s) and Contact Name(s):

Title:

Address:

Phone:

Email:

Website:

ACKNOWLEDGMENT

- Donated article (s) at our auction tables will be prominently featured along with the promotional materials provided by your company.
- Mention of your company in the printed program.

EMAIL FORM BY OCTOBER 7TH 2019.

SEND ITEMS TO GOODWILL SOUTH FLORIDA ATTN: Adele Lorenzo | 2121 NW 21 Street, Miami, FL 33142



Email aloreenzo@goodwillmiami.org for more information
or call (305) 326-4182

*All benefits subject to receiving commitment by press time

A woman with short dark hair is posing in front of a large white backdrop set up on a city sidewalk. She is wearing a long, light-colored fur coat over a black top with a gold belt and a black skirt. She is holding a small, patterned clutch bag. The backdrop is supported by two metal stands with blue bags at the base. To the left, there is a red and white 'NO LEFT TURN' sign. In the background, there are brick buildings and a street lamp. The text 'PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL.' is overlaid in white capital letters across the middle of the image.

PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL.

IMAGINE...
having limited job
opportunities because of
your **physical or mental**
disability.



THE CHALLENGE

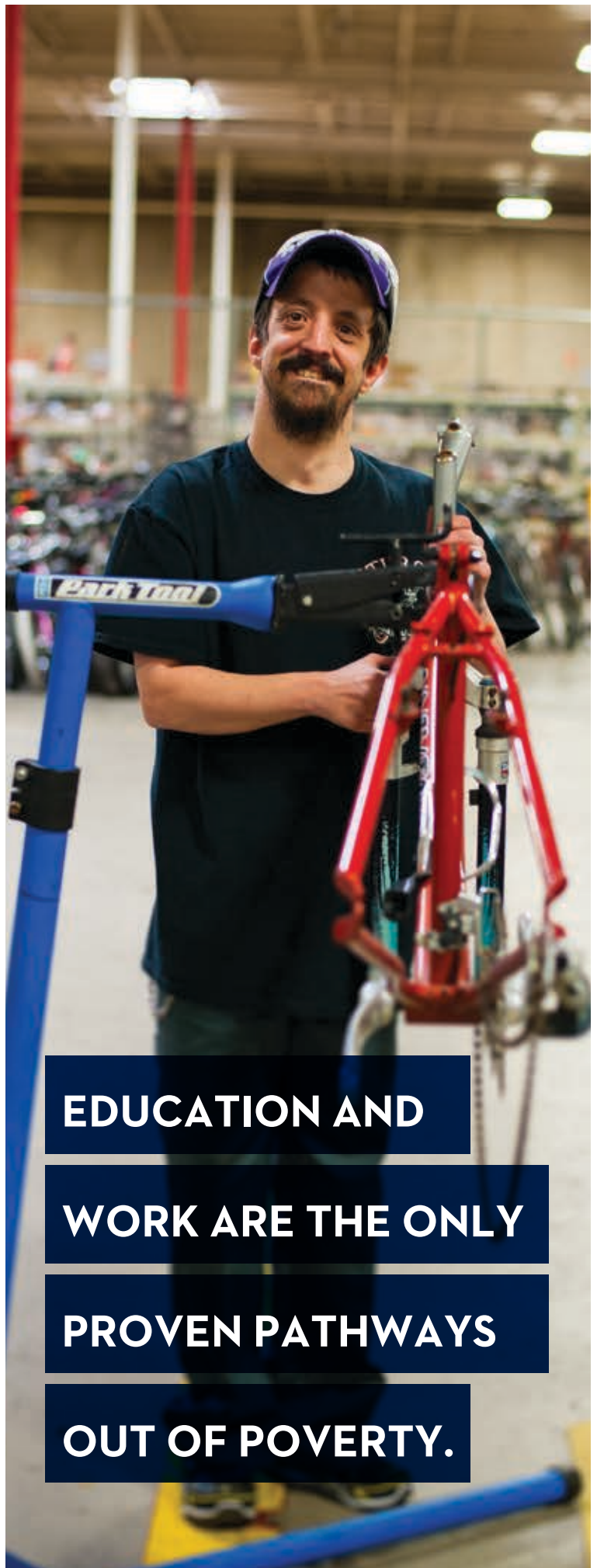


There are 457,000 adults in Miami Dade and Broward Counties with a disability or disorder that challenges their ability to find and retain work. Nearly 95,000 are living below the poverty line. 81% of this group is not working.





SOUTH FLORIDA
will face a shortage of **2,000,000**
skilled workers by the year **2030.**



EDUCATION AND

WORK ARE THE ONLY

PROVEN PATHWAYS

OUT OF POVERTY.

WHO WE SERVE

People with **DISABILITIES**

Our participants experience a range of disabilities including physical, intellectual, mental and/or developmental disability.

Those who are **VETERANS**

We are committed to helping veterans reintegrate into community, family and work. Hiring veterans is an investment in our community.

Those who are **REFUGEES**

We offer job training and a sense of renewed hope to refugees and those facing political asylum.

People with **OTHER BARRIERS**

Our participants experience a range of barriers to employment including history of substance abuse, underemployment, old age, homelessness, lack of or limited English proficiency, GED or High School equivalency and other disadvantaging conditions.

Those who are **EX-OFFENDERS**

Our job training programs help ex-offenders and former prisoners reintegrate into mainstream society and to find and keep jobs.

Those who are **HOMELESS**

We offer job training and a sense of renewed hope to individuals who are seeking stability.





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PLAY FASHION DESIGNER. THEN PLAY FASHION MODEL.



DID YOU
KNOW...

GOODWILL SOUTH FLORIDA IS THE

17TH
LARGEST

EMPLOYER IN SOUTH FLORIDA

*Providing second-chance
employment and services to
the majority of our workforce*

95%

OF OUR EXPENSES GO TOWARDS
funding direct programs

Our
34 RETAIL STORES
& TWO OUTLET

PROVIDE APPROXIMATELY
45% *of our revenue*



Goodwill South Florida was founded in Miami in 1959 as an independent non-profit.

Goodwill South Florida is owned by the community, represented by the local governing Board of Directors.

Last year we served about **6,888 people with disabilities and other barriers.**

Goodwill engages in a unique social enterprise model which funds services and employment for over 3,100 persons. Although most known for its Goodwill donation centers and retail stores, the organization's other entrepreneurial businesses include Apparel Manufacturing, Custodial Services, and Laundry Services which directly train and employ a large number of people while providing mission funding.

Goodwill South Florida is the only full-service educational, training and job placement center that provides services for people with disabilities and other barriers in Miami Dade and Broward. We transform lives.

Goodwill South Florida partners with more than **20 local agencies** to meet the education and employment needs of our community.

Goodwill South Florida is the 17th largest employer amongst all companies in South Florida.

Stable employment is one of the most important factors reducing recidivism for people with criminal backgrounds.



Thank You!

We are counting on you!

With your support we can make an impact.
Our goal is to raise awareness and funding to expand
our mission - related services while increasing
opportunities for those we serve.



     | @GoodwillSFL



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