



PROJECT
GOODWILL

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**SPONSORSHIP
OPPORTUNITIES**



PROJECT GOODWILL

Aspiring designers from the community have been tasked with designing wearable garments using materials from Goodwill Fort Worth stores. Judges from all aspects of the fashion industry will evaluate the designers' work based on expression, design and technique during this fun and exciting fashion show.

THE EVENT

Before the fashion show, guests can enjoy a cash bar and have an opportunity to network, mix and mingle. There will be luxury silent auction items on display and a wine raffle available for all guests to participate in. Sponsors also get the opportunity for VIP access on the fun filled night.

THE CAUSE

This will be an exciting night of fashion and fun to support Goodwill Fort Worth's mission to empower people with disabilities, disadvantages and other barriers to employment so that they may achieve maximum independence. All proceeds from Project Goodwill support the Moncrief Ryan Scholarship Fund to Goodwill's North Texas Institute for Career Development (NTI) and Goodwill's Workforce Development Program supporting initiatives focusing on the homeless, at-risk youth, veterans, the disadvantaged and the disabled.

EVENT DETAILS

HOSTED BY: Goodwill Industries of Fort Worth and You!

Thursday, April 16, 2020 from 6 p.m. to 9 p.m.

Ridglea Country Club

3700 Bernie Anderson Avenue • Fort Worth, Texas 76116

2020 SPONSORSHIP LEVELS

	PRESENTING \$25,000	HIGH FASHION \$17,000	SUPER MODEL \$10,000	FASHIONISTA \$7,000	DESIGNER \$5,500	PAPARAZZI \$4,500	CATWALK \$3,500	COUTURE \$2,500
Pre-Event Exposure	Event naming opportunity	•						
	Opportunity to speak or show video at event	•						
	Industry exclusivity among sponsorship level category	•	•					
	Featured in all print advertising for event	•	•	•				
	Inclusion on all marketing materials and in all press releases	•	•	•	•	•		
	Inclusion on GFWF website as sponsor with a link to your site	•	•	•	•	•	•	•
	Promotion on GFWF social media channels as sponsor	•	•	•	•	•	•	•
	Promotion in GFWF e-newsletter with reach of over 15K subscribers	•	•	•	•	•	•	•
	Company logo included on step and repeat banner for guest photo ops	•						
	Private preview of runway looks	•	•					
Event Exposure	Special gift for all guests	•	•	•	•			
	Marketing materials of choice to be stuffed in all swag bags	•	•	•	•	•		
	Premier seating	•	•	•	•	•		
	Mention from podium	•	•	•	•	•		
	Logo shown on screens at event	•	•	•	•	•	•	
	VIP treatment for all guests including swag bags & unlimited cocktails	•	•	•	•	•	•	
	Name and logo on all event signage	•	•	•	•	•	•	•
	Complimentary valet parking for all guests	•	•	•	•	•	•	•
	One complimentary drink ticket for all guests							•
	Two tables of 10 to event	•	•					
Post-Event Exposure	One table of 10 to event			•	•	•	•	•
	Full Page ad in program	•	•	•	•			
	Half Page ad in program					•	•	
	Quarter Page ad in program						•	•
	Inclusion on 2021 sponsorship brochure as 2020 sponsor	•	•	•	•	•		
	Inclusion on 2021 invitation as 2020 sponsor	•	•	•	•	•		
	Sponsor recognition on all post releases	•	•	•	•	•	•	
	Logo inclusion on GFWF website where a photo gallery and highlights can be accessed	•	•	•	•	•	•	
	Logo inclusion on website & social media "Thank You"	•	•	•	•	•	•	•
	Logo inclusion on event recap email blast to all attendees	•	•	•	•	•	•	•

OTHER OPPORTUNITIES

VALET SPONSOR - \$4,000: Sponsors will get Catwalk level exposure and industry exclusivity, as well as prominent signage at the valet stand, and the ability to put literature in each vehicle that is valet parked.

FLORAL SPONSOR - \$2,000: Sponsors will get Table level exposure, as well as prominent signage at each table on each centerpiece.

PRINT SPONSOR - \$4,000: Sponsors will get Catwalk level exposure and industry exclusivity, as well as prominent signage at cocktail reception and opportunity to put promotional materials in all swag bags.

TABLE SPONSOR - \$1,500: Sponsors will get a table of 10, as well as complimentary valet parking and a complimentary drink ticket for all guests.

INDIVIDUAL TICKET - \$150

THANK YOU 2019 SPONSORS!

High Fashion Sponsor



Super Model Sponsor

**BETH & CRAIG
COLLINS**

**OMNI HOTELS
& RESORTS**
fort worth

Print Sponsor



Catwalk Sponsor



Couture Sponsor



Media Sponsors



FORT WORTH BUSINESS PRESS



Clear Channel Outdoor

FOR MORE INFORMATION CONTACT:

COMMUNITY ENGAGEMENT

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GOODWILL
Industries of Fort Worth, Inc. 

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