



Heart of Texas
Goodwill Industries, Inc.



1700 S. New Rd, Waco, TX 76711
 254-753-7337 | www.hotgoodwill.org

Second Annual Goodwill Gala 2022 Sponsorship Opportunities

Saturday, September 24, 2022 6:00 pm
 Baylor Club

Proud Title Sponsor:



TITLE SPONSORSHIP \$15,000

(Limited to 1 sponsor)

- (1) Television ad enclosure
- Mainstream radio commercials
- Printed collateral
- Press Release
- Public Event Recognition
- Goodwill Radio Commercial Ad
- Social Media Advertisement
- Website Promotion
- Electronic Mail Distribution
- Social Media
- Exclusive Digital Signage
- Exclusive Print Signage
- Program Advertisement: Full Page Inside Cover
- (16) Reserved Table Tickets
- (16) Swag Bags

PLATINUM SPONSORSHIP \$10,000

(Limited to 2 sponsors)

- Public Event Recognition
- Goodwill Radio Commercial Ad
- Social Media Advertisement
- Website Promotion
- Electronic Mail Distribution
- Social Media
- Digital Signage: Logo Enclosure
- Print Signage: Logo Enclosure
- Program Advertisement: Full Page
- (16) Reserved Table Tickets
- (16) Swag Bags

GOLD SPONSORSHIP \$7,500

- Social Media Advertisement
- Website Promotion
- Electronic Mail Distribution
- Social Media
- Digital Signage: Logo Enclosure
- Print Signage: Name Only
- Program Advertisement: Half Page
- (8) Reserved Table Tickets
- (8) Swag Bags

SILVER SPONSORSHIP \$4,000

- Social Media Advertisement
- Website Promotion
- Electronic Mail Distribution
- Social Media
- Digital Signage: Name Enclosure
- Print Signage: Name Only
- Program Advertisement: Quarter Page
- (8) Reserved Table Tickets
- (8) Swag Bags

BRONZE SPONSORSHIP \$2,000

- Social Media Advertisement
- Website Promotion
- Electronic Mail Distribution
- Social Media
- Digital Signage: Name Enclosure
- Print Signage: Name Only
- Program Advertisement: Eighth Page
- (8) Reserved Table Tickets
- (8) Swag Bags

GOOD PARTNER SPONSORSHIP \$1,000

- Program advertisement: Reserved Listing
- (8) Reserved table tickets
- (8) Swag bags

GOOD FRIEND SPONSORSHIP \$250

- (2) Reserved table tickets
- (2) Swag bags



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Baylor Club



SOLD

TITLE SPONSOR \$15,000

Television ad enclosure, Mainstream radio commercials, Printed collateral, Press Release, Public event recognition, Goodwill radio commercial ad, Social media advertisement, Website promotion, Electronic mail distribution, Social media, Digital signage: exclusive screen, logo enclosure, Print signage: exclusive signage with logo and bio, Program advertisement: full page inside cover, (16) Reserved table tickets, (16) Swag bags

PLATINUM SPONSOR \$10,000

Public event recognition, Goodwill radio commercial ad, Social media advertisement, Website promotion, Electronic mail distribution, Social media, Digital signage: logo enclosure, Print signage: logo enclosure, Program advertisement: full page, (16) Reserved table tickets, (16) Swag bags

GOLD SPONSOR \$7,500

Social media advertisement, Website promotion, Electronic mail distribution, Social media, Digital signage: shared screen, logo enclosure, Print signage: name only, Program advertisement: half page, (8) Reserved table tickets, (8) Swag bags

SILVER SPONSOR \$4,000

Social media advertisement, Website promotion, Electronic mail distribution, Social media, Digital signage: name enclosure, Print signage: name only, Program advertisement: quarter page, (8) Reserved table tickets, (8) Swag bags

BRONZE SPONSOR \$2,000

Social media advertisement, Website promotion, Electronic mail distribution, Social media, Digital signage: name enclosure, Print signage: name only, Program advertisement: eighth page, (8) Reserved table tickets, (8) Swag bags

GOOD PARTNER \$1,000

Program advertisement: Reserved listing, (8) Reserved table tickets, (8) Swag bags

GOOD FRIEND \$250

(2) Reserved table tickets, (2) Swag bags

DONATION

We cannot attend, but wish to contribute a gift to Heart of Texas Goodwill Industries of \$_____

SPONSORSHIP COMMITMENT/PAYMENT

Please make your check payable to: Heart of Texas Goodwill Industries, Inc. Total Amount: _____

Name _____

Title/Company _____

Address _____ City, State, Zip _____

Phone (____) _____ Email _____

Invoice Me

Or to charge your contributions to your credit card, please pay by phone at 254-753-7337 ext. 132 or online: hotgoodwill.org/sponsorship



For more information, please contact the HOTGW Marketing Department: marketing@hotgoodwill.org