



# 2022 IMPACT Day Detroit

Join us July 22 from 12-6 p.m. at Beacon Park

# Goodwill Industries of Greater Detroit (GIGD)

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**Our Background:** Founded in 1921, we deliver best-in-class personal and workforce development programming to Metro Detroit individuals living with mental health challenges or developmental disabilities, veterans, returning citizens, youth and residents who have been chronically under or unemployed.

**Our Founder:** Goodwill's founder Reverend Dr. John E. Martin sought to provide employment for elderly and physically disabled residents by creating a place to repair and sell donated items. Over the years, vocational training and support services were added.

**Today,** Goodwill Detroit has grown into a comprehensive social enterprise that is comprised of four distinct operations including, **Goodwill Donated Goods Retail stores**, **Goodwill's Green Works**, and **Goodwill Integrated Solutions**. Goodwill's enterprises use revenue generated to directly support Goodwill's life-changing programs all while directly providing on-the-job training.

**Who We Serve:** Detroit, Livingston, Macomb, Wayne and Oakland counties.

# About the Event

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Impact Day Detroit 2022 is the beginning of what we hope will be an annual event, bringing together organizations and individuals that care about creating second-chance employment opportunities in and around Detroit. The day itself will be a gathering of like-minded people and value-sharing corporate partners interested in making a difference. The goal is to raise awareness of the many challenges job-seekers face in underserved communities.

Surrounding this event will be live music, local food and beverage offerings, a guest speaker series, and curated pop-ups from the many organizations involved in the work.

We see this day as a symbolic rally that will be open to the public. In 2022, our day also serves as a kick-off to Detroit's birthday weekend.



# Occupational Training Expansion

Studies confirm skilled trades occupations will continue to grow in the metro Detroit area, providing good entry-level to mid-level wages and a well-developed path for advancement. Our goal is to meet the demand for these positions.

The vision of the initiative is to expand the occupational training program to at least three specific skilled trades beyond welding and to enroll 300 new students by 2024.

The program will:

- 1) Offer wrap-around assistance to enrollees and their families
- 2) Afford hands-on training for underemployed persons seeking to upskill and advance in employment – disrupting the cycle of poverty
- 3) Graduates receive accredited credentials
- 4) Job placement with embedded employment partners prior to graduation to promote long-term retention





# Why You Should Partner with Us

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- Recognition as Goodwill Detroit's Community Partner
- The opportunity to drive change through corporate social responsibility
- Exclusive event insights
- Volunteer opportunities
- Network opportunities with industry/community leaders
- Free marketing to our network of donors and corporate sponsors. Company logo on goodwilldetroit.org and social media
  - co-branding opportunities on Goodwill social media channels



# Registration & Sponsorship Opportunities

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- **Impact Sponsor:** \$15,000
- **Champion Sponsor:** \$10,000
- **Ambassador Sponsor:** \$5,000
- **Advocacy Sponsor:** \$2,500
- **Mission Sponsor:** \$500

*A portion of all contributions count as a tax-deductible charitable donation*



# Impact Sponsor | \$15,000

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- Company logo on all event collateral as “Presenting Sponsor”
  - Pre-event recognition in marketing communications (Social media, digital print, PR)
  - Branded event swag bags (8 max)
  - Food Truck tickets (8 max)
  - Event VIP area access (includes 16 drink tickets)
  - Company name and logo on all online and printed materials
- Recognition of sponsorship with prominent signage (6 locations)
  - Opportunity to market company at the event (setting up a booth, collateral handouts, activation display, etc.)
  - Private Goodwill Detroit facilities tour (Includes GGW and GIS)
  - A commemorative company brick
  - Invitation to the groundbreaking ceremony for OT expansion programs



# Champion Sponsor | \$10,000

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- Pre-event recognition in marketing communications (Social media, digital print, PR)
  - Branded event swag bags (6 max)
  - Food Truck tickets (6 max)
  - Event VIP area access (includes 12 drink tickets)
  - Recognition of sponsorship with prominent signage (6 locations)
- Opportunity to market company at the event (setting up a booth, collateral handouts, activation display, etc.)
  - Company name and logo on all online and printed materials
  - A commemorative company brick
  - Invitation to the groundbreaking ceremony for OT expansion programs





# Ambassador Sponsor | \$5,000

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- Pre-event marketing communications (Social media, digital print, PR)
  - Branded event swag bags (4 max)
  - Food Truck tickets (4 max)
  - Event VIP area access (includes 8 drink tickets)
- Opportunity to market company at the event (setting up a booth, collateral handouts, activation display, etc.)
  - Company name and logo on all online and printed materials
  - A commemorative company brick
  - Invitation to the groundbreaking ceremony for OT expansion programs



# Advocacy Sponsor | \$2,500

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- Branded event swag bags (2 max)
  - Food Truck tickets (2 max)
  - Event VIP area access (includes 4 drink tickets)
- Opportunity to market company at the event (setting up a booth, collateral handouts, activation display, etc.)
  - Company name and logo on all online and printed materials
  - Invitation to the groundbreaking ceremony for OT expansion programs



# Mission Sponsor | \$500

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- Two (2) event tickets
- Company name and logo will be feature at an activation station
- Opportunity to distribute promotional swag
- Invitation to the groundbreaking ceremony for OT expansion programs



## Mail-In Registration

Name

Company

Address

City

State

Zip

Phone

Email

### Method of Payment:

\_\_\_ Check

\_\_\_\_\_ Cash

\_\_\_ Credit

## Credit Card:

Card Number

EXP

☐ Visa    ☐ AMEX    ☐ Master Card    ☐ Discover

Signature

