



Sponsorship Opportunities

Goodwill Industries International Annual Meeting of the Conference of Executives

March 2 - 5, 2025 | Augusta, GA



The Annual Meeting of the Conference of Executives (AMCOE) brings together over 250 visionary Goodwill CEOs and executive leaders from across the globe. Goodwill Industries International is a \$7.4 billion social enterprise that transforms the lives of over one million individuals each year—offers unparalleled opportunities for connection, collaboration, and innovation.

Goodwill Industries of Middle Georgia and the CSRA is proud to host the 2025 AMCOE Conference at the elegant Augusta Marriott at the Convention Center.

**EXCLUSIVE
SPONSORSHIP
OPTIONS
FOR AN
UNPARALLELED
NETWORKING
OPPORTUNITY.**

As a premier sponsor, you won't just align your brand with a trusted, mission-driven organization—you'll become a catalyst for life-changing impact.

Your leadership-level sponsorship will fuel transformative opportunities, helping individuals overcome barriers, develop in-demand skills, and achieve the dignity of meaningful work.

This is more than sponsorship—it's a life-changing investment in brighter futures and stronger communities.

GOODWILL'S 2023 IMPACT & REACH

1.7 million

people served by
Goodwill annually

141,237

people found new
employment

4.3 billion

pounds of donated goods
diverted from landfills

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Sponsorship Levels



PLATINUM CULINARY CELEBRATION SPONSOR - \$50,000 (ONE AVAILABLE)

As the presenting sponsor for Goodwill of Middle Georgia's (GIMG) Host Night at our showcase Augusta campus, you will have the unique opportunity to connect with over 250 executive leaders. This premier sponsorship package highlights your organization's commitment to transforming lives through Goodwill's mission while positioning your brand at the center of an exclusive, one-of-a-kind campus-wide culinary experience.

BENEFITS

- TWO (2) **ACCESS PASSES** to the AMCOE conference event.
- Opportunity to **GIVE REMARKS** at the one AMCOE session and the Culinary Celebration.
- ONE (1) **TABLE at AMCOE VENDOR SHOWCASE**, a networking opportunity throughout the conference.
- Exclusive **SPONSOR BOOTH** in a prime location at Culinary Celebration.
- Positioning of **BRANDED SPONSOR SIGNAGE** throughout the campus.
- Option of a **NAMED COCKTAIL OR CULINARY DISH** served to guests.
- Logo placement on **GII CONFERENCE WEBSITE**.
- Name and logo placement in the **CONFERENCE MOBILE APP**.
- Access to **ATTENDEE INSIGHT** information post-conference (name, title, and Goodwill organization).
- Opportunity to provide items in **CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)
- Ten (10) **EVENT TICKETS** to the Culinary Celebration
- Two (2) **EVENT TICKETS** to the Sunday night Welcome Reception at Edgar's Above Broad.
- **PRE-EVENT PROMOTIONS:** Featured on **CONFERENCE "WELCOME TO AUGUSTA" BILLBOARD**. Logo featured on pre-event GIMG promotions.
- **NAMING OPPORTUNITY** for a Helms College classroom.



WELCOME RECEPTION SPONSOR - \$30,000 (ONE AVAILABLE)

Get the party started! Serve as sponsor of our kick off event at Augusta's premier rooftop venue is sure to impress and help you set the stage for a productive week of connection.

BENEFITS

- TWO (2) **ACCESS PASSES** to the AMCOE conference event.
- ONE (1) **TABLE at AMCOE VENDOR SHOWCASE**, a networking opportunity throughout the conference.
- Positioning of **BRANDED SPONSOR SIGNAGE** throughout the venue.
- **INTRODUCTION** at Welcome Reception as sponsor.
- Five (5) **EVENT TICKETS** to the Welcome Reception.
- Two (2) **EVENT TICKETS** to the Culinary Celebration.
- **SPONSOR TABLE** in a high-traffic area at reception.
- Logo placement on **GII CONFERENCE WEBSITE**.
- Name and logo placement in **CONFERENCE MOBILE APP**.
- Access to **ATTENDEE INSIGHT** information post-conference (name, title, and Goodwill organization).
- **PRE-EVENT PROMOTIONS:** Logo featured on pre-event GIMG promotions.
- Opportunity to provide items in **CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)



CAMELLIA COMMONS HOSPITALITY SUITE SPONSOR - \$15,000

Bloom with Impact! Showcase your brand in an elegant, Augusta-inspired setting where leaders can relax, network, and engage. Enjoy exclusive branding opportunities, connect with Goodwill executives, and foster transformative partnerships for community success.

BENEFITS

- TWO (2) **ACCESS PASSES** to the AMCOE conference event.
- **BRANDING** at the Hospitality Suite.
- ONE (1) **TABLE at AMCOE VENDOR SHOWCASE**, a networking opportunity throughout the conference.
- Prominent **LOGO DISPLAY** on the Hospitality Suite within the facility.
- Logo placement on **GII CONFERENCE WEBSITE** and **CONFERENCE MOBILE APP**.
- Access to **ATTENDEE INSIGHT** information post-conference (name, title, and Goodwill organization).
- Two (2) **EVENT TICKETS** to the Welcome Reception.
- Two (2) **EVENT TICKETS** to the Culinary Celebration.
- **PRE-EVENT PROMOTIONS:** Logo featured on pre-event GIMG promotions and advertising.
- Opportunity to provide items in **CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)

SOLD



TRANSPORTATION SPONSOR - \$10,000

Whisk us away to the Culinary Celebration! Delight our executives with a touch of Southern charm and warm ambiance. Showcase your brand's commitment to community spirit and exceptional quality while enjoying fantastic branding opportunity.

BENEFITS

- TWO (2) **ACCESS PASSES** to the AMCOE conference event.
- ONE (1) **TABLE at AMCOE VENDOR SHOWCASE**, a networking opportunity throughout the conference.
- **LOGO ON CHARTERED BUS/TROLLEY** - Promote your logo on our chartered buses and trolleys, ensuring maximum visibility to attendees as they travel.
- Logo placement on **GII CONFERENCE WEBSITE** and **CONFERENCE MOBILE APP**.
- Two (2) **EVENT TICKETS** to the Culinary Celebration.
- **PRE-EVENT PROMOTIONS:** Logo featured on pre-event GIMG promotions and advertising.
- Opportunity to provide items in **CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)

SOLD



BRAND CURATED EXPERIENCES SPONSORS - \$ TBD

Step into the spotlight of the evening! Sponsor one of our Mic Experiences at the Welcome Reception or the Culinary Celebration, and illuminate your brand in a truly memorable fashion. With interactive culinary stations, signature bars, a delightful photo booth, and other enchanting experiences, your brand will take center stage. Revel in premium visibility, forge direct connections with Goodwill executives, and cultivate enduring relationships—all while guests indulge in events crafted to leave a lasting impression.

BENEFITS

- At least two (2) **EVENT TICKETS** to the Welcome Reception. (Dependent on sponsorship level.)
- At least two (2) **EVENT TICKETS** to the Culinary Celebration. (Dependent on sponsorship level.)
- Prominent **BRANDING/LOGO DISPLAY** at curated experience.
- **PRE-EVENT PROMOTIONS:** Logo featured on pre-event GIMG promotions and advertising
- Opportunity to provide items in **CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)

Thank You!

We appreciate your generous support of the Annual Meeting of the Conference of Executives for Goodwill Industries International in Augusta, GA. For questions or to explore sponsorship ideas beyond those listed, please contact Jennifer Tyner at jtyner@goodwillworks.org.

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Additional Opportunities



Sample for demonstration, not the actual bag

SWAG BAG SPONSOR - \$10,000

Don't just toss your logo in any bag—place it in the swag bags of 250 Goodwill executives and ensure your brand leaves a lasting impression long after the conference ends.

✓ BENEFITS

- Opportunity to place logo on **AMCOE CONFERENCE SWAG BAG** and place promotional items at sponsored event. (Cost and delivery of promotional items are the sponsor's responsibility.)
- Two (2) **EVENT TICKETS** to the Welcome Reception.
- Two (2) **EVENT TICKETS** to the Culinary Celebration..
- **PRE-EVENT PROMOTIONS:** Logo featured on pre-event GIMG promotions associated with the hosting of event.

SOLD

PHOTO BOOTH SPONSOR - \$7,000

- Prominent **LOGO DISPLAY** on event photo booth at the Culinary Celebration.
- Two (2) **EVENT TICKETS** to the Culinary Celebration.
- Opportunity to place promotional items in the **AMCOE CONFERENCE SWAG BAG**. (Cost and delivery of promotional items are the sponsor's responsibility.)

SWAG SPONSOR - \$1,000 (UNLIMITED AVAILABLE)

- Opportunity to place promotional items in the **AMCOE CONFERENCE SWAG BAG**. (Cost and delivery of promotional items are the sponsor's responsibility.)

READY TO REIMAGINE IMPACT?

There's no limit to how your brand can shine at AMCOE. Let's think beyond traditional sponsorship packages and craft custom opportunities that reflect your unique vision and values—gaining maximum exposure among industry leaders and building partnerships that spark lasting change. Whether you envision hosting a culinary class or exploring a naming opportunity for a Helms College school or classroom, Goodwill is here to help craft a meaningful sponsorship opportunity that aligns with your organization's mission and community engagement objectives.

For details and to start envisioning your tailored sponsorship, contact Jennifer Tyner, VP Marketing & Development, at jtyner@goodwillworks.org or (706) 854-4765.

Sponsorship Commitment Form



CONTACT INFORMATION

COMPANY NAME:	
CONTACT PERSON:	
ADDRESS:	
CITY/STATE/ZIP:	
PHONE NUMBER	EMAIL ADDRESS:

SPONSORSHIP LEVELS

- | | |
|--|---|
| <input type="checkbox"/> CULINARY CELEBRATION SPONSOR - \$50,000 | <input checked="" type="checkbox"/> SWAG BAG SPONSOR SOLD |
| <input type="checkbox"/> WELCOME RECEPTION SPONSOR - \$30,000 | <input type="checkbox"/> PHOTO BOOTH SPONSOR - \$7,000 |
| <input type="checkbox"/> CULINARY CELEBRATION BAR SPONSOR - VARIES | <input type="checkbox"/> SWAG SPONSOR - \$1,000 |
| <input type="checkbox"/> CAMELLIA COMMONS HOSPITALITY SPONSOR SOLD | <input type="checkbox"/> OTHER: DONATION IMPACT - \$_____ |
| <input type="checkbox"/> TRANSPORTATION SPONSOR SOLD | |

HOW DO YOU WISH TO PAY?

- I WISH TO PAY NOW.
- PLEASE INVOICE ME FOR PAYMENT AT A LATER DATE.

PAYMENT OPTIONS

- CHECK – PAYABLE TO GOODWILL WORKS FOUNDATION
- CREDIT CARD (VISA, MASTERCARD, AMEX, DISCOVER)
- ONLINE – WWW.GOODWILLWORKS.ORG/AMCOE2025

CARD NUMBER:	EXPIRATION DATE:
CVV:	BILLING ZIP CODE:

ADDITIONAL INFORMATION

- Sponsorships are first come, first served and must have a signed commitment.
- Please provide a high-resolution logo for promotional use. (JPG, PNG)
- If applicable, provide ad artwork by February 1, 2025.

SIGNATURE

DATE

Thank You!

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