



ROCK the Runway



Goodwill of Central North Carolina

SPONSORSHIP GUIDE



 Annual Banquet

ABOUT THE EVENTS

Rock the Runway: Shock the Runway 2020:

On Saturday, October 24 seven local designers will showcase fashion-forward garments created from items donated to Triad Goodwill stores – but with a shocking Halloween spin! Each designer's collection will be inspired by the colors, motifs, style or themes of classic scary movies.

The competition includes the wildly popular unconventional material challenge where designers must create a show-stopping look using a material so unconventional this year – it's a secret!



The evening also features fashion-forward shopping at Willows by Goodwill, a pop-up boutique with curated new and gently-used name brand and designer pieces - all at Goodwill prices.

This will be Triad Goodwill's 10th Rock the Runway show and attendance is expected to be approximately 450. The event will take place in the evening on Saturday, October 24th at Piedmont Hall in Greensboro, NC.



Annual Banquet:

Each year, all 450 employees of Triad Goodwill are invited to celebrate the year's successes and accomplishments with board members, business partners, program graduates, and award winners.

The evening includes success stories from the organization's programs and business partners, and eight awards are presented throughout the evening, including Rookie of the Year, Employee of the Year, Graduate of the Year, Business Partner of the Year, and the Robert J. Stout Leadership Award.

This event occurs in the Fall of 2020



2020 SPONSORSHIP GUIDE

Sponsorships rates are for both events.

Custom sponsorship opportunities are available!
Please contact Teresa Smith tsmith@triadgoodwill.org
or Christine Gillies cgillies@triadgoodwill.org

SPONSOR RECOGNITION BENEFITS

TITLE (1 AVAILABLE)	PLATINUM	GOLD	ROSE GOLD	SILVER	BRONZE
\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000

Co-billing sponsorship on invitations, event materials, signage, and promotional giveaway item	✓					
Opportunity for your organization to have a representative / employee act as 1 judge for Rock the Runway	✓					
Stand-alone press release noting the sponsorship and the organization's involvement with Triad Goodwill	✓					
Opportunity for a 1 minute live or video promotion prior to event	✓	✓				
Prominent sponsorship on invitations, event materials, and signage	✓					
Sponsorship on invitations, event materials, and signage		✓	✓	✓		
Press release recognition		✓	✓	✓	✓	✓
Verbal recognition from stage throughout event	✓	✓	✓	✓		
Stand-alone social media post prior and post event	✓	✓				
Social Media recognition prior and post event				✓	✓	✓
1 Fashionista Table (includes 4 seats, 2 drink tickets per person, private bar, and snacks) at Rock the Runway	✓					
Number of VIP Seats (1st & 2nd Row - includes 1 drink ticket per seat) at Rock the Runway	4	4	2			
Number of Standard Seats at Rock the Runway	4	4	8	6	4	2
1 Table (10 seats) at Annual Awards Banquet (dinner included)	✓	✓				
Number of Seats at Annual Awards Banquet (dinner included)			6	4	4	2

AVERAGE ATTENDEE

AMOUNTS:

Annual Banquet: 350
Rock the Runway: 500

AUDIENCES:

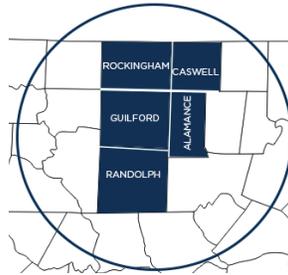
Rock the Runway: Diverse representation of shoppers, donors, board members, business partners, employees, students, and fashion lovers - all supporters of Triad Goodwill's mission and operations!

Annual Banquet: Board members, leadership team, business partners, employees, family members - all invested- in and impacted by Triad Goodwill's Mission to inspire the community through the power of work!

WHO WE ARE



Goodwill Industries of Central NC, Inc. (Triad Goodwill) has been serving Alamance, Caswell, Guilford, Randolph, and Rockingham Counties in Central



North Carolina since 1963.

The locally operated 501c3 non-profit is based in Greensboro, NC with 24 Retail Stores & Donations Centers located throughout the 5- county territory.

The mission is to inspire and provide hope to individuals through the power of work!

WHAT WE DO

5
counties

6
career centers

23
stores

1
outlet

24
donation centers

Triad Goodwill uses 85% of every dollar we make to help individuals in our community overcome the barriers that separate them from gainful, long-term employment. We do this in a variety of ways, including free workshops and digital skills courses, specialized job training, a hands-on work experience program, and a Jobs on the Outside Program that focuses on helping individuals with criminal backgrounds re-enter the workforce.

11,938

job seekers served

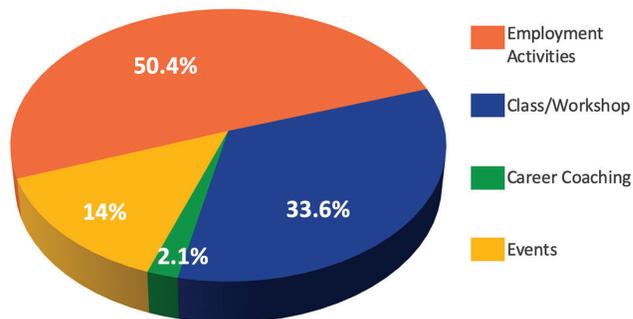


2,266

individuals reported job placements



Career Development Services Utilized



HOW YOU CAN HELP

Donating and shopping at your local Triad Goodwill are convenient ways to help us continue and grow our mission, but there are also other ways you can help your community get back to work.

This Fall Triad Goodwill has two unique events you and your organization can be part of - Triad Goodwill's Annual Banquet and our 10th anniversary fashion fundraiser, Rock the Runway.