

2017 Sponsorship & Event Participation Information



Halloween Community Party

brought to you by

Goodwill Southeast Georgia

Forsyth Park, Band Shell October 14, 2017

Event Details

EVENT NAME

Eat, Drink and Be Scary

PLACE

Forsyth Park—Band Shell
Drayton Street & W. Gaston Street
Savannah, GA 31401

DATE AND TIME

October 14, 2017 at 7pm to 10pm
Sponsor Networking and Cocktail hour 6pm to 7pm

EXPECTED PARTICIPANTS

300 community members from Chatham, Effingham and
Bryan counties ranging from 21—65 years old

FEES

Sponsorships Levels Ranging from \$500—\$5,000

**Fees include event tickets. See benefits summary.*

Eat, Drink and Be Scary Steering Committee

Jessie Brinsfield
Accounts Manager
jbrinsfield@goodwillsega.org

Tom Cardiff
Fund Development
tcardiff@goodwillsega.org

Cynthia Barnes
V.P. of Community Engagement
cbarnes@goodwillsega.org

Jennifer Tucker
Senior Director of Mission Services
jtucker@goodwillsega.org

Meredith Champagne
Corporate Planner
mchampagne@goodwillsega.org

Kelly Nguyen
Marketing Specialist
knguyen@goodwillsega.org

Event Overview

WHAT TO EXPECT

Eat, Drink and Be Scary is a Halloween community party open to the community and business leaders to cultivate new relationships, sample the best of local Savannah food and drink, dance and be entertained.

WHY THIS IS IMPORTANT & WHO DOES IT HELP?

Eat, Drink and Be Scary is an unprecedented event acknowledging the invaluable impact our local community has had on the success of Goodwill's mission of assisting people with disabilities and other barriers to employment to live independently and become employed. By increasing the public's understanding of what Goodwill's mission achieves and providing a fun and innovative event, we aim to retain and find new supporters of Goodwill's mission. In 2016, Goodwill served more than 6,900 people in Southeast Georgia through its employment and career development programs, and aided 1,201 people in finding employment in the local community. Key communities serviced include the economically disadvantaged, military veterans, individuals with criminal histories, at-risk youth and the developmentally disabled.

HOW THIS EVENT WILL BENEFIT YOUR BUSINESS

The event will provide sponsors and supporters with opportunities to access new customers and business partners. These include:

Branding: Event Sponsor Placement

Inclusion in 2017 quarterly campaigns leading up to *Eat, Drink and Be Scary* week (press releases, traditional and social media advertising and onsite event placement). Visibility and company advertising to 2,000+ individuals.

Community Recognition: Advocating Goodwill's mission

Recognition as an advocate of Goodwill's nonprofit mission and strengthening Southeast Georgia's workforce. Align your business with Goodwill—a brand that is recognized by consumers as the #1 brand that does the most good.

Meets Business Objectives: Cultivate Relationships

An affordable local event for sponsors to use in the cultivation of relationships with prospective clients, employees, vendors and partners.

Benefits Summary

Sponsors have many opportunities to participate and benefit from the *Eat, Drink and Be Scary* Halloween event. See the following pages for detail.

Benefits		Sponsorship				
		Zombie \$5,000	Skeleton \$2,500	Witch \$1,000	Black Cat \$500	In-Kind Sponsors
Overall Benefits	Tickets to Event	24	14	10	4	4
	Reserved Seating	✓	✓			
	Company Name Listed on all Promotional Materials	✓	✓	✓	✓	✓
	Company Logo Listed on all Promotional Materials	✓	✓			✓
	Company Name Listed on all Social Media	✓	✓	✓	✓	✓
	Company Logo Listed on all Social Media	✓	✓			✓
	Speaking Opportunity at Event	✓				
	Recognition at Event (Logo or name on screen)	Logo	Logo	Name	Name	Logo
	Recognition on banners and invitations	Large Logo	Large Logo	Medium Logo	Small Logo	Large Logo
	Company's Promotional Material in Swag Bag for Event Guests	✓	✓	✓	✓	✓
Media	Mention & Thank you in Press Releases	✓	✓	✓	✓	✓
	Company Name & Logo on Event Webpage linked back to Company	✓	✓	Name Only	Name Only	✓
	Regular Social Media Mentions	✓	✓			✓

Sponsorship Levels and Benefits Opportunities



Zombie Sponsor	\$5,000
Skeleton Sponsor	\$2,500
Witch Sponsor	\$1,000
Black Cat Sponsor	\$500
In-Kind Sponsors	

*Acceptance of in-kind donations will be reviewed on a case-by-case basis.

ZOMBIE SPONSOR \$5,000

- Acknowledgment of sponsorship (name and logo placement on Goodwill *Eat, Drink and Be Scary* printed and digital materials)
 - Acknowledgment of Zombie sponsorship in newspaper special insert
 - Recognition as Zombie sponsor via onstage event announcements
 - Recognition as Zombie sponsor and logo placement on Goodwill *Eat, Drink and Be Scary* webpage, with link to sponsor homepage
 - Regular messaging via GoodwillSEGA's Facebook, Twitter, LinkedIn, blog article, e-mail announcements and mobile marketing
 - Company promotional material placed in swag bags to give to each guest
 - Opportunity to showcase company materials at event
 - Tickets to *Eat, Drink and Be Scary* (24)
 - Reserved seating
 - Speaking opportunities at event
-

SKELETON SPONSOR \$2,500

- Acknowledgment of sponsorship (name and logo placement on Goodwill *Eat, Drink and Be Scary* printed and digital materials)
 - Acknowledgment of Skeleton sponsorship in newspaper special insert
 - Recognition as Skeleton sponsor via onstage event announcements
 - Recognition as Skeleton sponsor and logo placement on Goodwill *Eat, Drink and Be Scary* webpage, with link to sponsor homepage
 - Regular messaging via GoodwillSEGA's Facebook, Twitter, LinkedIn, blog article, e-mail announcements and mobile marketing
 - Company promotional material placed in swag bags to give to each guest
 - Opportunity to showcase company materials at event
 - Tickets to *Eat, Drink and Be Scary* (14)
 - Reserved seating
-

WITCH SPONSOR

\$1,500

- Acknowledgment of sponsorship (name placement on Goodwill *Eat, Drink and Be Scary* printed and digital materials)
 - Acknowledgment of Witch sponsorship in newspaper special insert
 - Recognition as Witch sponsor via onstage event announcements
 - Recognition as Witch sponsor on Goodwill *Eat, Drink and Be Scary* webpage, with link to sponsor homepage
 - Regular messaging via GoodwillSEGA's Facebook, Twitter, LinkedIn, blog article, e-mail announcements and mobile marketing
 - Company promotional material placed in swag bags to give to each guest
 - Opportunity to showcase company materials at event
 - Tickets to *Eat, Drink and Be Scary* (10)
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BLACK CAT SPONSOR

\$500

- Acknowledgment of sponsorship (name placement on Goodwill *Eat, Drink and Be Scary* printed and digital materials)
 - Acknowledgment of Black Cat sponsorship in newspaper special insert
 - Recognition as Black Cat sponsor via onstage event announcements
 - Recognition as Black Cat sponsor on Goodwill *Eat, Drink and Be Scary* webpage, with link to sponsor homepage
 - Regular messaging via GoodwillSEGA's Facebook, Twitter, LinkedIn, blog article, e-mail announcements and mobile marketing
 - Company promotional material placed in swag bags to give to each guest
 - Tickets to *Eat, Drink and Be Scary* (4)
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In-Kind Sponsor

- Acknowledgment of sponsorship (name and logo placement on Goodwill *Eat, Drink and Be Scary* printed and digital materials)
- Acknowledgment of In-Kind sponsorship in newspaper special insert
- Recognition as In-Kind sponsor via onstage event announcements
- Recognition as In-Kind sponsor and logo placement on Goodwill *Eat, Drink and Be Scary* webpage, with link to sponsor homepage
- Regular messaging via GoodwillSEGA's Facebook, Twitter, LinkedIn, blog article, e-mail announcements and mobile marketing
- Company promotional material placed in swag bags to give to each guest
- Opportunity to showcase company materials at event
- Tickets to *Eat, Drink and Be Scary* (4)

Expectations

IN-KIND SPONSORS MUST PROVIDE

- Food and/or beverages and utensils/cups for 200 people. Menu must be submitted to event chair, Jessie Brinsfield, by August 15
 - One or two representatives from your business to serve and answer questions from guests
 - Set up and clean up
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ALL SPONSORS MUST PROVIDE BY AUGUST 15

- An EPS version of company logo or PNG with transparent background
 - Website link to company page
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GOODWILL WILL PROVIDE

- One 8 foot table and white floor length linen (additional available as needed)
- Two chairs
- Menu published on all media for event (online and in print)
- Visibility and company advertising to 2,000+ individuals

Sponsorship Confirmation Form

✓ Yes, we will support *Eat, Drink and Be Scary*



Return this form to the contact info on the bottom of page.

Company Name _____

Address _____

City _____ State _____ Zip _____

Contact Name _____

Job Title _____

Telephone _____ Email _____

Sponsorship Level

Zombie Sponsor \$5,000

Skeleton Sponsor \$2,500

Witch Sponsor \$1,000

Black Cat Sponsor \$500

In-Kind Sponsor

Detail of In-Kind: _____

Upon completion of this form, a confirmation letter and summary of benefits will be sent.

Payment Information—All Payments Must Be Received by September 1st.

Check enclosed, payable to Goodwill of the Coastal Empire

Credit Card—Please fill out the information below:

Credit Card Type MasterCard Visa Discover AMEX

Credit Card No. _____

Security Code (back of card) _____ Expiration Date _____

Cardholder Name _____

Signature _____

Additional Contact

Same as above Additional contact name _____

Telephone _____ Email _____