



# Sponsorship Opportunities

**2026**

*Changing lives through the power of work.*

**Goodwill Industries of the Chesapeake, Inc.**

3700 Koppers Street  
Baltimore, MD, 21227

**Contact:**

Jonathan Balog  
410-598-7617



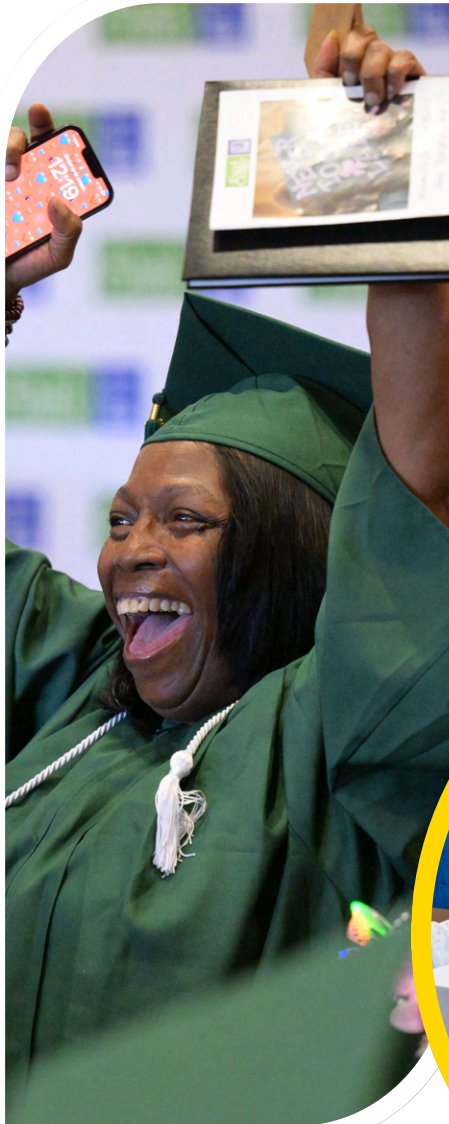
**Website**  
[www.goodwillches.org](http://www.goodwillches.org)



# About Us

In 1919, Reverend John S. German and a group of prominent civic leaders first incorporated the Baltimore Goodwill Industries and opened the first factory in the Fellowship Hall of Broadway Methodist Episcopal Church.

Proceeds from these collections would pay the workers and thereby make the operation self-sustainable. Burlap bags and the jobs they created would come to symbolize the origins of the new organization, the slogan of which was “Not a charity, but a chance.”



Today, Goodwill’s primary objective is to help individuals with barriers to employment become self-sufficient through adult education, training and employment services. Goodwill Industries of the Chesapeake, Inc. operates 30 retail stores and multiple workforce development programs in Central Maryland and the Eastern Shore.

Goodwill is constantly collaborating with community partners to further its impact in the community. These programs complement Goodwill’s existing efforts including Pharmacy Technician, Property Maintenance Pre-Apprenticeships and CNA-GNA training.





## Our Vision

Through Goodwill's leadership, program innovation and determination, we work to transform our community into one in which all individuals have the opportunity to work!

## Our Mission

Goodwill Industries of the Chesapeake, Inc. prepares people to secure and retain employment and build successful independent lives.



# The Goodwill Excel Center & Workforce Development Program Graduation

Invest in Impact. Celebrate Success. Elevate Futures.

Join Goodwill and The Excel Center in honoring our third graduating class on June 26<sup>th</sup>, 2026. This monumental occasion will celebrate the achievements of over 40 adult high school graduates, alongside 30 Goodwill Program Certification Graduates, as they step forward into new career and educational opportunities.

Last year, over 400 guests—including business leaders, elected officials and major media outlets—came together to witness the transformative power of education and workforce training. With your support, we can make this year's event even more impactful, ensuring that graduates are celebrated and empowered to shape their futures.



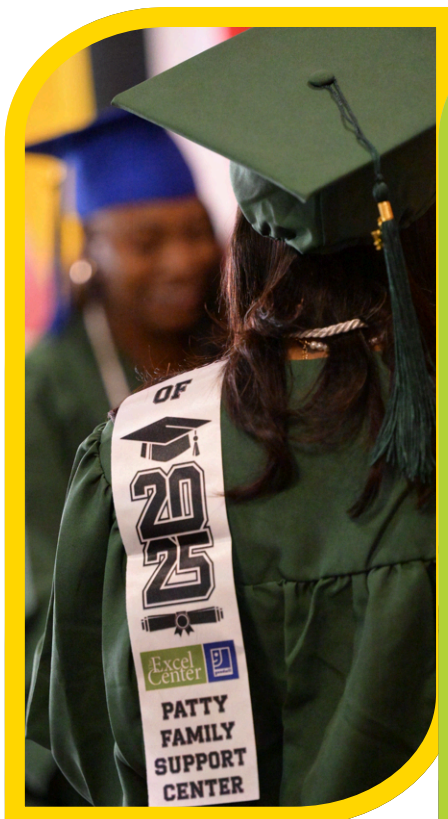
# Title Sponsor

\$15,000 - Only One Available!

*Own the moment. Lead the celebration. Leave a legacy.*

The Title Sponsor receives premier recognition and positioning as the exclusive presenting partner of the event, ensuring maximum visibility across all promotional and on-site materials.

- “Presented by” designation in all event promotions
- Exclusive speaking or participation opportunity and verbal recognition by the CEO
- Top-tier logo placement on:
  - Event program (400+ guests)
  - Digital invitations (emails and webpage)
  - Signage
  - Graduate Save-the-Dates and Tickets (exclusive!)
- High-impact branding at the venue with prominent signage
- Featured in press releases
- Dedicated, exclusive pre- & post-event social media spotlights (Facebook, Instagram and LinkedIn)
- Direct promotion to 160,000 Club Goodwill members via email
- Top-tier acknowledgment in post-event thank-you posts
- Extended post-event exposure via emails, social media tags, blog posts, recap video and more



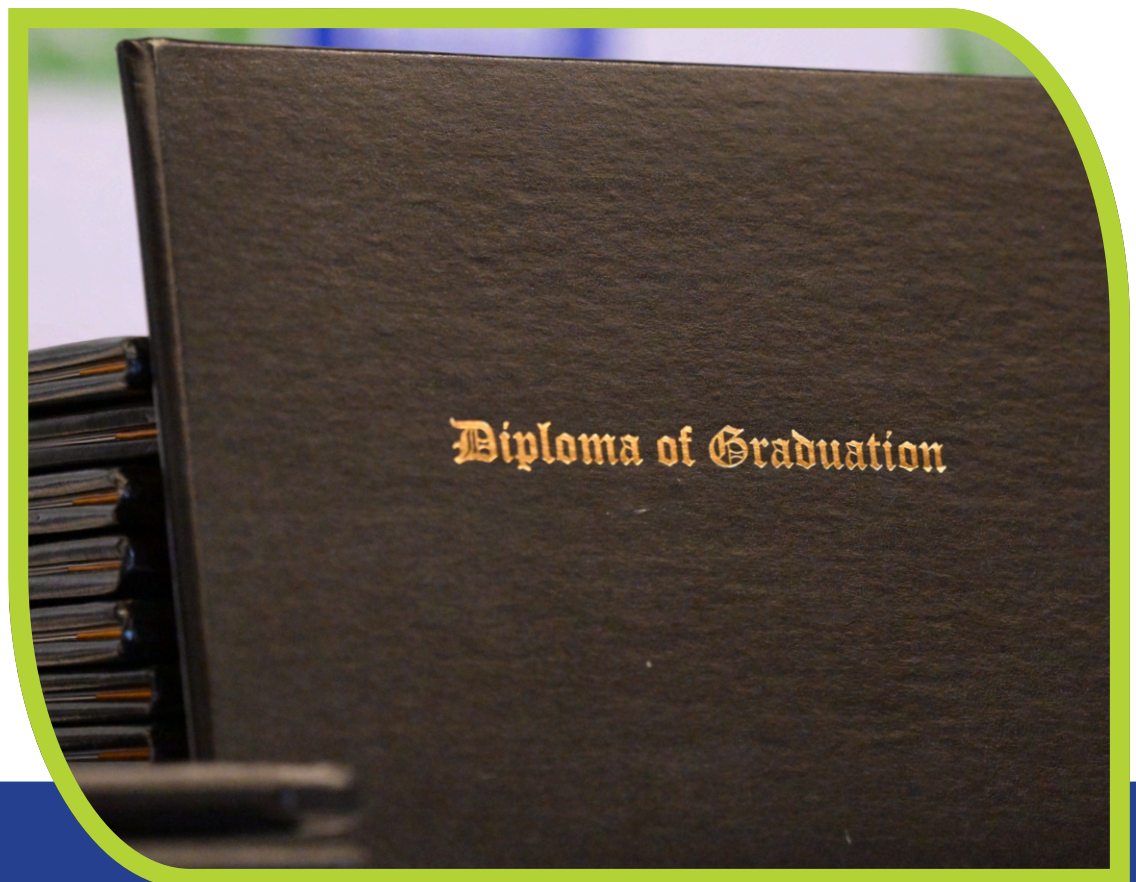
# Premier Sponsor

\$10,000 - Two Available!

*Own the moment. Lead the celebration. Leave a legacy.*

As a Premier Sponsor, your brand plays a leading role in honoring graduates and advancing Goodwill's mission. This tier offers elevated visibility and recognition across event platforms, showcasing your commitment to workforce development and community transformation.

- Recognition as the Premier Sponsor in all promotional materials
- Second-tier logo placement on:
  - Event program (400+ guests)
  - Digital invitations (emails and webpage)
  - Signage
- Featured in press materials and Club Goodwill email promotions (160,000 members)
- Dedicated pre-event social media spotlight (Facebook, Instagram and LinkedIn)
- Second-tier acknowledgment in post-event thank-you posts
- Continued post-event exposure via emails, social media tags, blog posts and more



# Supporting Sponsor

\$5,000 - Five Available!

*Make a statement. Show your commitment. Inspire change.*

Support Goodwill's mission by aligning your brand with a life-changing event. As a Supporting Sponsor, you receive valuable exposure while uplifting the next generation of skilled professionals.

- Recognition in all promotional materials as a Supporting Sponsor
- Logo placement on:
  - Event program (400+ guests)
  - Digital invitations (emails and webpage)
  - Signage
- Featured in press materials, website and Club Goodwill promotions (160,000 members)
- Social media exposure (group thank-you to 65,000+ followers)
- Inclusion in post-event thank-you posts
- Continued post-event exposure via emails, social media tags, blog posts and more



# 69th Annual Thanksgiving Dinner & Resource Fair

Nourishing Hope. Empowering Change.  
Strengthening Community.

For 69 years, Goodwill has brought Baltimore together for a Thanksgiving celebration that changes lives. On Wednesday, November 25, 2026, we will gather at the Baltimore Convention Center (Halls A & B) to serve a warm, traditional turkey dinner to over 2,000 disadvantaged residents—many of whom might not otherwise experience the holiday in this way.



This high-profile event, covered by Baltimore's major television stations and attended by local leaders and politicians, is more than a meal—it's a moment of dignity, connection and opportunity.

Beyond the dinner, the Resource Fair provides guests with job training guidance and access to community organizations offering adult education, employment and social services support.



# Title Sponsor

\$25,000 - Only One Available!

*Be the driving force behind Baltimore's most impactful holiday event.*

As the Title Sponsor, your brand will receive premier visibility and recognition, aligning your company with compassion, community leadership and real change.

- “Presented by” designation in all event promotions
- Direct recognition during opening remarks and throughout the event
- Top-tier logo placement on:
  - All marketing materials and event signage
  - Event T-shirts
  - Event webpage and Eventbrite
  - Email campaigns (60,000+ subscribers)
- Exclusive branded signage at the ticket check point
- Co-branded signage at the volunteer check-in table
- Featured in press releases and social media spotlights (pre & post) to 65,000+ followers
- Direct promotion to 80,000 Club Goodwill members
- Prominent inclusion in post-event materials, including:
  - Social media posts
  - Recap video
  - Blog content
  - Email communications



# Premier Sponsor



\$15,000 - Only One Available!

*Elevate your brand as a key supporter of one of Baltimore's most cherished holiday events.*

As a Premier Sponsor, your company will enjoy significant visibility and recognition, showcasing your dedication to community impact, leadership and meaningful change.

- Recognition in all promotional materials as a Premier Sponsor
- Second-tier logo placement on:
  - All marketing materials and event signage
  - Event T-shirts
  - Event webpage and Eventbrite
  - Email campaigns (60,000+ subscribers)
- Verbal recognition during opening remarks
- Co-Branded signage at the volunteer check-in table
- Featured in press releases and a post-event social media spotlight post (Facebook & Instagram)
- Direct promotion to 80,000 Club Goodwill members
- Continued post-event exposure via emails, social media tags, blog posts and more



# Supporting Sponsors

\$5,000 - Five Available!

*Show your commitment to Baltimore's families and workforce future.*

Supporting Sponsors receive valuable exposure while directly contributing to an event that fosters community strength and economic opportunity.

- Recognition in all promotional materials as a Supporting Sponsor
- Third-tier logo placement on:
  - All Event signage and t-shirts
  - Event webpage, Eventbrite, and email campaigns (60,000+ subscribers)
- Promotion to 80,000 Club Goodwill members
- Social media exposure to 65,000+ followers (group thank-you)
- Continued post-event visibility via emails, social media tags, blog posts and more



# Support A Meal- Give the Gift of Thanksgiving

Pick Your Price!

*Every dollar makes a difference. Every meal brings hope.*

Your contribution ensures that Baltimore's most vulnerable residents can experience the warmth and joy of Thanksgiving.

- \$100 – Feeds 5 individuals
- \$500 – Feeds 25 individuals
- \$1,000 – Feeds 50 individuals
- \$1,500 – Feeds 75 individuals
- \$2,000 – Feeds 100 individuals
- \$2,500 – Feeds 125 individuals

## **Your sponsorship fuels transformation.**

By supporting this event, you're not just providing a meal—you're helping individuals access training, employment and the tools they need to build a brighter future. Let's make an impact, together.



# Thank you for your consideration!

Please contact Jonathan Balog at  
[jbalog@goodwillches.org](mailto:jbalog@goodwillches.org) or 410-598-7617 if you are  
interested in supporting Goodwill Industries of the  
Chesapeake, Inc.

**Together,  
let's break  
barriers &  
build brighter  
futures.**

**Goodwill**   
Industries of the Chesapeake, Inc. 

