

10.28.2011

GHOUWILLBALL.ORG



*divinely*  
**WICKED**



**2011**  
sponsorship  
**OPPORTUNITIES**

at the **W**  
AUSTIN





## OUR MISSION is simple.

To Strengthen the Community  
through the Power of Work.

You and companies like yours have made the annual Ghoullwill Ball one of the largest and most exciting non-profit fundraising events in Austin each year. With more than 500 participants, local and national corporations, and the support of the Greater Central Texas community this event is the best of its kind, raising thousands of dollars to support our mission of finding every person meaningful work.

### ABOUT GOODWILL INDUSTRIES OF CENTRAL TEXAS

Goodwill believes the power of work enhances the quality and dignity of life for individuals, families and our community. Our programs are designed to help individuals with barriers find, obtain and retain jobs in our community.

Goodwill Industries of Central Texas is a non-profit 501(c)3 organization dedicated to the mission of helping people with barriers to employment find, obtain and retain a job. Revenue generated through the sale of donated goods is used to fund job training and employment programs for Central Texans.

For more information about Goodwill Industries of Central Texas, visit [austingoodwill.org](http://austingoodwill.org).

### MAKING AN IMPACT

How Goodwill Served Our Community in 2010

## 14,058 Individuals Served

**45,303**

job-related services  
were provided to these  
individuals

**5**

people with a  
Disadvantaging  
Condition placed every  
business day



# CAUSE marketing MATTERS.

Ways to support our work

## CORPORATE SPONSORSHIP BROAD REACH

Corporate Sponsorship Packages, ranging in price from \$500 to \$10,000, allow you full participation in all aspects of our event. As excitement and public awareness build, depending upon your level of sponsorship, your name or logo may be on pre-event media, event collateral, promotional materials, represented online at [austingoodwill.org](http://austingoodwill.org) and [ghoulwillball.org](http://ghoulwillball.org), discussed through our social media channels and more.

On the day of our event, you will reach an event audience of 600 participants with your message, via on-site signage and product activation.\* Additionally, you will gain access to an audience of much more through Ghoulwill Ball volunteers and event staff, event spectators, visitors to The W Hotel Austin and foot traffic throughout Downtown Austin.

\* All On-Site Product Activation must be pre-approved through the Austin Goodwill Event Manager.

## TARGETED MARKETING SELECT AUDIENCES

Starting at \$2,500 — Targeted Marketing Packages allow you to market your message toward a more specific audience, attendees, volunteers, Goodwill employees, spectators, Austinites passionate about helping those in their community, and the Greater Austin Metropolitan Area, within the Ghoulwill Ball. Your company may choose to underwrite a portion of the event festivities, thereby gaining direct access to a select group of our party goers. These packages do not constitute or include any benefits of Corporate Sponsorship Packages, however you may choose to do both.

## IN-KIND NEEDS SHOWCASE YOUR PRODUCT

Our goal is to underwrite event expenses through both cash and in-kind contributions. This ensures that more money can go to fund job training programs in the Central Texas area. Despite necessary expenses such as the venue, entertainment and catering, our 2010 Ghoulwill kept expenses to less than 12% of revenue, a tremendous accomplishment!

### In-Kind Sponsorship Opportunities

#### Pre-Event

- Billboards
- Advertising
- Silent Auction
- Printing, production and copying
- Media, promotions
- Raffle Prizes

#### Event Day

- Costume Awards
- Decorations
- Sound Systems
- Dessert Catering
- Venue Signage
- Walkie Talkies
- Stage and Event Lighting
- On-site promotion

Nonessential in-kind donations of products or services are categorized at half of the retail value for sponsorship purposes.

The Ghoulwill Ball Host Committee must approve all in-kind donations.

## COMPANY PARTICIPATION COMMUNITY CONNECTION

Show your employees they are part of an organization that gives back to the community. Volunteer together through our Greenworks program at the Ghoulwill Ball and get special recognition. Visit [austingoodwill.org](http://austingoodwill.org) for more information.

# SPONSOR levels

DIVINE HOST  
**\$10,000**

PRINCELY TERROR  
**\$5,000**

GOLDEN CALF  
**\$2,500**

TRICKY CHERUB  
**\$1,000**

PARTY MINIONS  
**\$500**

## BENEFITS BY LEVEL

Complimentary VIP Tickets

16

10

6

4

2

Featured Sponsor

Costume Contest

+

Logo Recognition

Television Commercial

Event Collateral

Goodwill Retail Locations (23)

+

+

+

+

+

+

+

+

+

Media Recognition

Radio Commercial

Print Advertisements (Newspaper)

Print Advertisements (Outdoor)

+

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+

+

+

Event Signage

Name on event program

Included in event signage

+

+

+

+

+

+

+

+

+

+

# THANK YOU

## to our 2010 sponsors

THE COUNT- \$10,000



TOP GOBLIN- \$5,000



GOLDEN GHOUL- \$2,500



FRIENDLY GHOST- \$1,500



Montemayor Hill & Company, P.C.  
CERTIFIED PUBLIC ACCOUNTANTS



BOO BUDDY- \$500

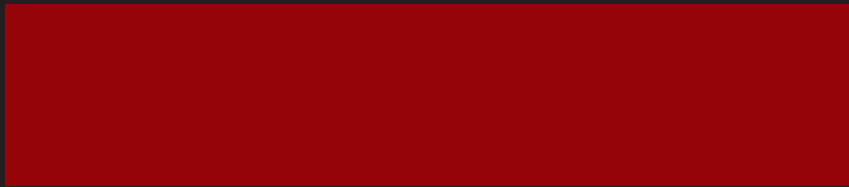


IN-KIND

Method Hair Booth Booth Brogdon Photography Texas Blooms  
Stacey Sandahl Kung Fu Saloon Milam Film Works  
Thomas Graphics Cornucopia Popcorn Creations



[GHOULWILLBALL.ORG](http://GHOULWILLBALL.ORG)



#### OUR MISSION

We provide job-related services  
and opportunities for people with  
barriers to employment.

