



SUSTAINING PARTNER OPPORTUNITIES

“These are probably the first years of my life that I actually have financial stability.”

– Maritza



For more than a century, Goodwill-Easter Seals has offered customized job training and career support driven by **our mission to eliminate barriers to work and independence.**

As a Minnesota-based nonprofit, our nearly 50 retail locations divert more than 65 million pounds from landfills each year and sustain 20+ statewide services and programs that reach people of all ages, abilities, and cultural backgrounds.

Our impact relies on the generosity of the community and philanthropic contributions are critical to the success of program participants. As a **Sustaining Partner**, companies can amplify their brand exposure to our extensive network while strengthening their support of the 5,000+ individuals served by Goodwill-Easter Seals each year.

Annual sponsorship opportunities range from \$15,000 to \$30,000 and include a robust package of signature benefits at annual events like Power of Work, Power of Purpose, Power of Partnerships, and other select events throughout the year.



Watch Maritza's story





SUSTAINING PARTNER OPPORTUNITIES

“I am a father and if I so choose to act on that I can do amazing things for my child.”

– Elwyn



ONLINE REACH



Website
gesmn.org

Over 1.6 million visits annually



Social Media
@goodwillmn

Over 22,500 total followers



Power of Work 2024 video

PARTNERSHIP ACTIVATION

POWER OF WORK

May 8, 2025 | Quincy Hall | Minneapolis

Sustaining Partners will be recognized as major sponsors for the annual spring event for an expected audience of 350+

SELECT RECOGNITION OPPORTUNITIES

Various Dates in 2024 and 2025

Sustaining Partners will be offered a select number of public-facing sponsorship and engagement opportunities, detailed on the following page



SUSTAINING PARTNER LEVELS

CHAMPION · \$30,000

Power of Work Event Sponsorship Sustaining Partner **Champions** receive three tables (24 seats) with complimentary wine service for guests, a full-page ad in the event program, on-stage recognition during the event, a customized GESMN tour experience upon request, logo inclusion on event branding, the opportunity to make remarks from the stage, a feature in the GESMN summer newsletter, and additional social media and publicity opportunities outlined on the following page.

Additional Partnership Activations

Sustaining Partner Champions can select up to **three** of the opportunities on the next page as part of their customized package.

Goods and services received at this level total \$1,200

ADVOCATE · \$15,000

Power of Work Event Sponsorship Sustaining Partner **Advocates** receive two tables (16 seats) with complimentary wine service for guests, a full-page ad in the event program, a customized GESMN tour experience upon request, logo inclusion in event branding, a feature in the GESMN summer newsletter, and other benefits outlined on the following page.

Additional Partnership Activations

Sustaining Partner Advocates can select up to **two** of the opportunities on the next page as part of their customized package.

Goods and services received at this level total \$800

AMBASSADOR · \$20,000

Power of Work Event Sponsorship: Sustaining Partner **Ambassadors** receive two tables (16 seats) with complimentary wine service for guests, a full-page ad in the event program, on-stage recognition during the event, a customized GESMN tour experience upon request, logo inclusion on event branding, a feature in the GESMN summer newsletter, and several other benefits outlined on the following page.

Additional Partnership Activations

Sustaining Partner Ambassadors can select up to **two** of the opportunities below as part of their customized package.

Goods and services received at this level total \$800

Please see the following page for a complete list of sponsor benefits. As a Sustaining Partner at any level, Goodwill-Easter Seals will work with you to further customize additional recognition opportunities that maximize the experience and impact of your contribution. We are happy to tailor specific activations that align with your company or branding needs.

CONTACT

Benjamin Alfaro
Manager, Corporate & Foundation Relations
612-219-9267 | bdalfaro@gesmn.org

ADDITIONAL PARTNERSHIP ACTIVATION OPPORTUNITIES

In addition to the immersive benefits offered at the Power of Work event in May 2025, Sustaining Partners will be recognized through a tailored selection of opportunities from the list below. Through these volunteer, philanthropic, and hands-on engagements, we will spotlight the partnership and amplify the impact of our work together. *Please note: opportunities are offered on a first-come, first-served basis. Customized options, with or without Power of Work, available.*

OPPORTUNITIES FOR EVENT RECOGNITION

- **Power of Partnerships:**
Support a community luncheon for partners, participants, employers, and other groups as a lead event sponsor
- **Power of Purpose:**
Support a panel presentation with thought leaders discussing emerging workforce development trends and topics as a lead event sponsor
- **Career Training & Education Graduations:**
Support program and graduation costs through customized sponsorships
- **Greater Minnesota Open Houses:**
Support communities attending 'Behind-the-Seams' open houses as a lead event sponsor
- **All-Company Conference:**
Support the GESMN staff convening for professional development and networking as a lead event sponsor
- **Policy Convenings:**
Support GESMN in leading strategic systems change conversations and special projects

VOLUNTEERISM TO SUPPORT YOUTH AND FAMILIES

- **Meals for Students:**
Help GESMN address food insecurity and support costs of meals for students during training
- **Resource Kits:**
Support youth experiencing homelessness by purchasing and assembling resource kits as they develop skills for employment
- **Kids' Packs for Family Stability programs:**
Support families facing barriers by purchasing and assembling resource kits and/or hosting toy drives for children
- **Welcome Home Kits for Reentry Participants:**
Support justice-involved individuals being released from incarceration with customized 'Welcome Home' kits
- **Family Fun Nights:**
Support families facing barriers by organizing resource and food drives at your company

OPPORTUNITIES TO ENGAGE WITH JOB SEEKERS

- **Employer Engagement:**
Engage with GESMN participants through job exploration, shadowing, resume review, mock interviewing, and consultation on program and curricula design
- **Power of Work Career Fair:**
Support job seekers and employers from the community and access prospective employees as a recognized event partner
- **Fair Chance Career Fair:**
Support justice-involved job seekers to identify and secure employment as a recognized event partner
- **MN Skills-Based Hiring Accelerator:**
Support training initiative to help Minnesota employers adopt skills-based practices to attract, hire, retain, and promote quality talent through inclusive practices
- **Regional Goodwill Store Recognition:**
Support a specific store in GESMN's service area with a customized feature on checkout televisions

SUSTAINING PARTNER OPPORTUNITIES

PARTNER BENEFIT	CHAMPION \$30,000	AMBASSADOR \$20,000	ADVOCATE \$15,000
Reserved Tables of 8	3	2	2
Event Program Advertisements	Full Page	Full Page	Full Page
Event Program Recognition	Logo	Logo	Logo
A/V Event Recognition from Stage	Logo	Logo	Logo
Event Website Recognition	Logo	Logo	Logo
Partnership Activations	3	2	2
Tablesides Wine Service	X	X	X
Feature in Summer Newsletter	X	X	X
Exclusive Sponsor Signage at Table	X	X	X
Customized GESMN Experience	X	X	X
Logo Inclusion in Event Branding	X	X	
Verbal Recognition on Stage	X	X	
Exclusive Social Media Posts	X	X	
Remarks in Event Program	X		

CONTACT
 Benjamin Alfaro
 Manager, Corporate & Foundation Relations
 612-219-9267 | balfaro@gesmn.org

