

Goodwill Festival

"Thank You For Your Support!"

(Formerly MilVetsFest)

Celebrating the bond between the
Military + Civilian Communities



A Marketing & Sponsorship Opportunity

JUNE 1-2, 2024

12 - 8pm & 1 - 7pm

SEAWALK PAVILION - JAX BEACH, FL

Produced by **Veterans News Network** to
benefit **The Veterans Foundation**

Fun • Fellowship • Food • Music



904-683-0918

www.GOODWILLFEST.org

MEDIA KIT

FROM: Veterans News Network
WHAT: Goodwill Festival
WHEN: Saturday, June 1, 2024 • 12–8pm + Sunday, June 2, 2024 • 1pm – 7pm
WHERE: SeaWalk Pavilion | Jacksonville Beach, Florida

In honor of those who didn't make it back



Dear Business Colleague,

As a member of the First Coast Business Community, I would like to extend an invitation for you to join other industry leaders who are partnering with us for the 2023 **Goodwill Festival**.

Veterans News Network is throwing a fabulous party at **Seawalk Pavilion** on Saturday, June 3rd, 2023 and we would like you to be part of it. Join thousands of families for this all-day music festival along with a 5k walk/run as our military and veterans come together to thank their communities for their unwavering support.

The attached PDF outlines the different levels of partnership available. Please reach back and let me know when we can discuss the additional benefits that come with partnering and which level would be the best fit for you.

As a partner you will be identified as one of the leaders in the community supporting our local veterans as well as our active duty soldiers, sailors, airmen, guard, and marines in giving back to the communities they live in.

As Jacksonville's largest Military/Veterans Festival, the 2023 **Goodwill Festival** brings you the most uplifting event of the

year. The festival features music, food, resources, and all-around fellowship and more.

With thousands of families participating, this record-breaking event will unite our community like no other. On this day, June 3rd, there will be an unprecedented opportunity for veterans to show their love and appreciation to the city that has forever embraced them by saying "thank you for your support".

If our vision and mission resonates with you in any way, then I encourage you to not miss this unique opportunity to be part of this groundbreaking movement that will set the precedent for all that will follow. We know that for most companies it's not a matter of money but time to review information. If you would like to be a partner in this revolutionary event, please set a few minutes aside, review the attached info and let me know when you will have a moment for a brief discussion.

If you can, I would appreciate a response this week letting me know your level of interest. This will give us time to design a proposal addressing any concerns and or requests you may have.

Godwin Gumbs, Navy Veteran
Veterans News Network

BECOME A PARTNER

Partnership is the most direct channel of communication and is tailor-made to reach people in an environment that matches their lifestyle. Partnership speaks to the public, and creates a two-way dialogue.

Make your company a part of Goodwill Festival.

Partnership opportunities are available and range from the event's title partnership to our many attractive hospitality options. Sponsorship packages will be customized to fit your company's goals, objectives and budget.

The Benefits of Sponsoring the Goodwill Festival.

- Align with a prestigious event.
- Deepen your relationship with customers.
- Reach a sophisticated demographic.
- Create awareness and visibility
- Increase brand loyalty by adding an emotional connection to the buyer
- Enhance or reinforce a company's brand positioning and image
- Differentiate products/services from competitors
- Drive retail traffic and sales
- Showcase community responsibility
- Build company morale via an attractive event platform
- Have access to Business To Business opportunities with other Military & Veterans Festival exhibitors

The **Goodwill Festival** has developed partnership solutions suited for advertisers', marketing and public relations companies, looking to reach an untapped market by joining forces with the expo.

The events surrounding the festival reaches the entire community and brings together high quality clientele with disposable income to spend on a wide variety of products and services.

Let us pair you with one of the most prominent, up-scale events in the city.

- Consumer Engagement
- Signage
- Sampling
- Sales
- Business-to-Business
- Client Entertainment
- Hospitality opportunities
- Program advertising
- Exhibiting and vending
- Other benefits



TYPES OF PARTNERS

1. Media Partners

By definition, they are companies that are able to provide financial aid or in-kind contributions in securing media coverage in the form of TV, Billboards, Radio Spots and other media outlets for the **Goodwill Festival**.

For example, a media sponsor might pay for an ad in a local paper or cover the cost of a TV commercial.

In some cases, they may also publicize the **Goodwill Fest** through their social media channels, write an article in a publication, or even publish a blog post about the **Goodwill Fest** and organization on their blog/website.

This is all done in an exchange for sponsorship benefits.

These include:

- Displaying a banner or booth at the Goodwill Fest
- Brand recognition in print materials and on websites
- Priority access such as VIP and exclusive interviews

Similar to media sponsors, promotional partners are people who are public figures, bloggers or local celebrities who have a lot of followers to help promote the **Goodwill Fest** to their own customer or fan bases.

2. Cash / Financial

As the name suggests, cash or financial sponsors, are sponsors who literally give money to an event organizer in exchange for the benefits outlined in a sponsorship agreement. This may include logo placement on signage or promotional materials, pre-event content creation, promotions and keynote speeches.

3. In-kind sponsors

Unlike cash or financial sponsors, in-kind sponsors donate products or services instead of offering cash. For example, a hotel may offer free use of its facilities as a form of sponsorship. In this regard, the hotel is not making a cash contribution, but rather serving as a location sponsor.

4. Promotional partners

Similar to media sponsors, promotional partners are people who are public figures, bloggers or local celebrities who have a lot of followers to help promote your event to their own customer or fan bases.

Conclusion

We are carefully taking into consideration the needs of your sponsors and strategies you have in place to obtain the best results at the **Goodwill Fest**.

BE A PARTNER IN THIS EVENT THAT CELEBRATES THE COMMUNITY WHO SUPPORTS THE SERVICE OF ACTIVE MILITARY & VETERANS

PARTNERSHIP & SPONSORSHIP OPPORTUNITIES

Premium Partners + Sponsors

Title Sponsor

Platinum Business Sponsor

Gold Business Sponsor

Silver Business Sponsor

Presenting Sponsor

Get your own company's impact page with 1000's of opportunities for visitors to see. Quick set-up and professional guidance.

- Title Sponsor @ \$50,000
- Platinum Business Sponsors @ \$35,000
- Gold Business Sponsors @ \$25,000
- Silver Business Sponsors @ \$15,500
- **Official Industry Partner @ \$10,500**
- Presenting Sponsors @ \$5,500
- Partners @ \$3,000
- Vendors \$850
- Food Trucks \$800
- Friends \$ (donate any amount)



COMMUNITY PARTNERS • MEDIA PARTNERS • RESOURCES PARTNERS

Radio – TV – Print – Digital – Outdoor

TITLE SPONSOR • \$50,000

The **Goodwill Festival** is offering naming rights to a Title sponsor who wants to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Title Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the **Goodwill Fest** logo (subject to approval by GMG and at the sponsor's expense)
- Logo on all Official Goodwill Fest signage

On-Site Entitlements

- Four (4), Fifteen (15) second company spots on state-of-the-art video wall. (Subject to approval by GMG and at the sponsor's expense)
- One (1), Sixty (60) second video presentation to greet and welcome the audience
- Exclusive live stage mentions as the Title Sponsor.
- Two (2) four-color full panels in the **Goodwill Fest** event guide

Media Entitlements

- Sponsor logo and link featured on event website and mobile application
- Featured on all **Goodwill Fest** radio, television and print media elements
- Featured in the **Goodwill Fest** social media integration program

Hospitality

- One (1) 20 x 40 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference
- Recognition in all **Goodwill Fest** regional and national press releases
- Sponsor will be included in all promotional e-vites



PLATINUM BUSINESS SPONSOR • \$35,000

The **Goodwill Festival** is offering naming rights to a Platinum Business Sponsor who wants to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Platinum Business Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the **Goodwill Fest** logo (subject to approval by GMG and at the sponsor's expense)
- Logo on all official **Goodwill Fest** signage

On-Site Entitlements

- Two (2) fifteen (15) second company spots on state-of-the-art video walls per day (subject to approval by GMG and at the sponsor's expense)
- Exclusive Live Stage Mentions as the Platinum Business Sponsor
- One (1) 10 X 30 hospitality tent
- One (1) four color full panel the **Goodwill Fest** event guide

Media Entitlements

- Sponsor logo and link featured on event website and mobile application
- Featured on all **Goodwill Fest** radio, television and print media elements
- Featured in the **Goodwill Fest** Social Media Integration Program

Hospitality

- One (1) 20 x 30 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference
- Recognition in all **Goodwill Fest** regional and national press releases
- Sponsor will be included in all promotional e-vites



GOLD BUSINESS SPONSOR • \$25,000

The **Goodwill Festival** is offering naming rights to a Gold Business Sponsor who wants to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Platinum Business Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the Goodwill Fest logo (subject to approval by GMG and at the sponsor's expense)

On-Site Entitlements

- One (1), Fifteen (15) second company spot on state-of-the-art video walls per day (subject to approval and at the sponsor's expense)
- One (1) four color full panel ad in the **Goodwill Fest** event guide

Media Entitlements

- Sponsor logo and link featured on event website and mobile application
- Selected Radio, Television and Print Media elements
- Featured in the **Goodwill Fest** Social Media Integration Program

Hospitality

- One (1) 10 X 30 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference
- Recognition in all **Goodwill Fest** regional and national press releases
- Sponsor will be included in all promotional e-vites

SILVER BUSINESS SPONSOR • \$15,500

The **Goodwill Festival** is offering naming rights to a Silver Business Sponsor who wants to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Platinum Business Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the Goodwill Fest logo (subject to approval and at the sponsor's expense)

On-Site Entitlements

- One (1) 10 X 20 hospitality tent
- One (1) four color full panel ad in the Goodwill

Media Entitlements

- Select Television and Print Media elements
- Featured in the Goodwill Fest Social Media Integration Program

Hospitality

- One (1) 10 X 20 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference
- Recognition in all **Goodwill Fest** regional and national press releases
- Sponsor will be included in all promotional e-vites



OFFICIAL INDUSTRY PARTNERS • \$10,500

The **Goodwill Festival** is offering naming rights to Official Industry Partners who want to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

The Official Industry Partner allows your company to be the official company representing your industry at the **Goodwill Fest**.

In return for the sponsorship, the Official Industry Partner Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the Goodwill Fest property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the **Goodwill Fest** logo (subject to approval and at the sponsor's expense)

On-Site Entitlements

- One (1), 10 X 10 vendor booth
- One (1) four color half page (1/2) panel ad in the **Goodwill Fest** event guide

Media Entitlements

- **Goodwill Fest** website featuring the name and/or logo of the Official Industry Partner
- Links to the sponsor's website from the **Goodwill Fest** website

Hospitality

- One (1) 10 X 20 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference
- Recognition in all **Goodwill Fest** regional and national press releases
- Sponsor will be included in all promotional e-vites



OFFICIAL INDUSTRY + MARKETING PARTNERS

Category

Company

Category

Company

- Official Airline
- Official Audio Visual Partner
- Official Automotive Retail Partner
- Official Auto Parts Store
- Official Award & Gift Provider
- Official Banking Partner
- Official Beer
- Official Boat Dealer
- Official Boat Manufacturer
- Official Home Builder
- Official Chiropractor
- Official Cleaning Company
- Official Clothing Supplier
- Official Construction Partner
- Official Convenience Store
- Official CPA Partner
- Official Credit Card
- Official Credit Union
- Official Cruise Line
- Official Defence Contractor
- Official Delivery Service
- Official Electric Company
- Official Energy Company
- Official Energy Drink
- Official Financial Partner
- Official Footwear
- Official Fuel
- Official Grocery Partner
- Official Health Club
- Official Health Benefits Provider
- Official Home Lending Partner
- Official Hotel

- Official Imaging Provider
- Official Insurance Company
- Official Investment Company
- Official Legal Partner
- Official Life Insurance
- Official Logistics Provider
- Official Luxury Coach
- Official Medical Center
- Official Office Supply Provider
- Official Optometrist
- Official Outdoor and RV Retail Partner
- Official Passenger Car
- Official Photographic Services Provider
- Official Plastic Surgeon
- Official Plumber Partner
- Official Professional Services Firm
- Official Property Casualty Insurance Provider
- Official Rental Car Company
- Official Restaurant
- Official Realtor
- Official Security Company
- Official Soft Drink,
- Official Sport Drink,
- Official Steakhouse
- Official Technology Partner
- Official Timepiece
- Official Tire
- Official Transportation Company
- Official Travel Agency
- Official Truck
- Official Wireless Provider

Don't see your category? Let us know and we will add it.

PRESENTING SPONSORS • \$5,500

The **Goodwill Festival** (Formerly “Military & Veterans Festival”) is offering naming rights to Presenting Sponsors who want to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Presenting Sponsor will receive:

Rights, Marketing, Exclusivity:

- Rights to the Goodwill Fest property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the **Goodwill Fest** logo (subject to approval and at the sponsor’s expense)

On-Site Entitlements

- One (1), 10 X 20 hospitality tent
- One (1) four color half page (1/2) panel ad in the **Goodwill Fest** event guide

Media Entitlements

- **Goodwill Fest** website featuring the name and/or logo of the Presenting Sponsor
- Links to the sponsor’s website from the Goodwill Fest website

Hospitality

- One (1) 10 X 20 hospitality tent

Public Relations

- Recognition at **Goodwill Fest** Press Conference

PARTNERS • \$3,000

The **Goodwill Festival** (Formerly “Military & Veterans Festival”) is offering naming rights to Partners who want to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Partner will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the Goodwill Fest logo (subject to approval and at the sponsor’s expense)

On-Site Entitlements

- One (1), 10 X 10 vendor booth
- One (1) four color half page (1/2) panel ad in the Goodwill Fest event guide

Media Entitlements

- **Goodwill Fest** website featuring the name and/or logo of the Partners
- Links to the sponsor’s website from the Goodwill Fest website

Hospitality

- One (1) 10 X 10 vendor booth

Public Relations

- Recognition at **Goodwill Fest** Press Conference



VENDORS • \$850

In return for the participating, the Vendor will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material

On-Site Entitlements

- One (1), 10 X 10 vendor tent space (*tent provided by vendor*)

Media Entitlements

- **Goodwill Fest** website featuring the name and/or logo of the Vendor

Hospitality

- One (1) 10 X 10 vendor booth

Public Relations

- Recognition at **Goodwill Fest** Press Conference

FOOD TRUCKS • \$800

In return for the participating, the Food Truck will receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material

On-Site Entitlements

- One (1), Space to park truck

Media Entitlements

- **Goodwill Fest** website featuring the name and/or logo of the Food Truck Vendor



Marketing Partners – \$15,000 to \$25,000

Exclusive Media Title Partner	\$25,000
Print	\$15,000
Radio	\$15,000
TV	\$15,000
Digital	\$15,000
Outdoor	\$15,000

The **Goodwill Fest** is offering naming rights to Marketing Partners who wants to be tied to a patriotic event that honors the relationship between the community and its military/veteran population.

In return for the sponsorship, the Marketing Partner would receive:

Rights, Marketing, Exclusivity:

- Rights to the **Goodwill Fest** property mark and logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the Goodwill Fest logo (subject to approval and at the sponsor's expense)

Media Entitlements

- **Goodwill Fest** website featuring the name and/ or logo of the Marketing Partner
- Links to the sponsor's website from the Goodwill Fest website

FRIENDS OF THE FESTIVAL SHOW YOUR SUPPORT

Help to make **Goodwill Fest** the best ever! Make a contribution to this year's event.

The **Goodwill Fest** is offering an opportunity to anyone who shares our mission and vision to participate. Many individuals and businesses in our community are patriotic citizens and would want to be tied to a patriotic event that honors the relationship between the community and its military/veteran population..

In return for your donation, you will be listed in the "Friends of the Festival" section of our website and will appear in multiple digital platforms throughout our network.

Want to Volunteer?

Goodwill Fest loves their volunteers! Why not be a part of helping to put this great event on? You can volunteer to help at this year's Goodwill Fest on June 3rd!.

Volunteers help with setup and teardown of the event.



SPONSORSHIP REGISTRATION - GOODWILL FEST JAX BEACH 2024

Company Name _____

Key Contact Name _____ Title _____

Street _____ Suite _____ City _____

State _____ County _____ Zip _____ Telephone _____

Cellphone _____ Alt # _____ Fax _____

Email _____ Alt Email _____ Web Address _____

SPONSORSHIP CATEGORIES

Yes! I would like to support Veterans News Network as a partner of **Goodwill Fest 2024**:

- | | | | |
|--|----------|---|---------------------------------|
| <input type="checkbox"/> Exclusive Title Sponsor | \$50,000 | <input type="checkbox"/> Presenting Sponsor | \$5,500 |
| <input type="checkbox"/> Platinum Business Sponsor | \$35,500 | <input type="checkbox"/> Partners | \$3,000 |
| <input type="checkbox"/> Gold Business Sponsor | \$25,000 | <input type="checkbox"/> Vendor | \$850 |
| <input type="checkbox"/> Silver Business Sponsor | \$15,500 | <input type="checkbox"/> Food Truck | \$800 |
| <input type="checkbox"/> Official Industry Partner | \$10,500 | <input type="checkbox"/> Friends of Goodwill Festival | \$ _____ (donation: any amount) |

Name (please print) _____ Title _____

Authorized Signature _____ Date _____

Sponsorship Coordinator (please print) _____

METHOD OF PAYMENT

Check # _____ enclosed. Payable in U.S. fund to **Veterans News Network**

Mail original with your check to: **Veterans News Network**
P.O. Box 5147 Jacksonville, FL 32247 904-683-0918

If paying by credit card, we will contact you using the information provided.

EMAIL COMPLETED FORM TO:
info@veteransnewsnetwork.com
OR info@goodwillfest.org

Veterans News Network provides an enriched brand experience to GOODWILL FEST site visitors when they reach your IMPACT PAGE. They gain in-depth insight to product or project that is specified and can learn more at your external website.

EXAMPLE IMPACT PAGE LAYOUT

↓ Your Banner Image Here **728px X 90px @144 dpi**



Company digital AD space for GOODWILL FEST Impact Page. Layout may vary.

300px X 450px @144dpi

↑ Company optimized video here

↓ **Company SEO Optimized expofocused body text may go here. Layout may vary.**

EVERGREEN ROOFING AND SOLAR

Evergreen Building and Construction Corp is a complete environmental and renewable energy conscious construction company, Evergreen Building and Construction Corp is experienced in installing high energy efficient products in order to make your home as energy efficient as possible. Quality, design, and reasonable prices are the top three priorities of our company. Our goal is to allow customers to own sustainable, energy and water efficient homes, while living in a healthy, indoor environment.

Discover More



Call-to-action button to company external website



REQUIREMENTS + SPECS:

BANNER IMAGE: Please provide a .jpg, .png, .svg or .gif 728px X 90px horizontal banner @ 144 dpi. If you do not have a banner created, contact the office and our Digital Media Department can design one for you at an additional cost.

DIGITAL AD: Please provide a .jpg, .png, .svg or .gif 300px x 450px horizontal banner @ 144 dpi. If you do not have a digital ad created, contact the office and our Digital Media Department can design one for you at an additional cost.

VIDEO CONTENT: Please send .mp4 or url of YouTube or VIMEO of the video that you would like displayed for your splash-page. If you do not have an available video, contact the office and our Digital Media Department can produce a video for you at an additional cost.

SEARCH ENGINE OPTIMIZED (SEO) BODY COPY TEXT:

Please provide a Word Document, PDF, Plain Text or email with the SEO body copy text that is to be a part of your splash-page. If you do not have SEO optimized copy, contact the office and our Digital Media Department can have one of our copywriters create body text for you at an additional cost.

VETERANS NEWS NETWORK

Media Platform

PUTTING THE POWER OF

“VETERANS NEWS NETWORK”

TO WORK FOR YOU

Online

www.veteransnewsnetwork.com

Print

Veterans' Voice Magazine

New Media

Facebook, Twitter, LinkedIn, Google+
Instagram, Pinterest, YouTube, Blogs, etc.

Events

Expos, Festivals, Conferences, Forums,
Seminars, Workshops, Townhalls,
Summits.. etc

Radio

Veterans' Voice Radio

Television

Veterans' Voice Television

Philanthropy

The Veterans Foundation
We are proud to dedicate a portion of our annual
profits to directly help veterans causes.

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