

TWO ASSOCIATIONS | ONE GOODWILL MISSION

2023 SEA MAGIC Fall Conference in Augusta, Ga.

Where New Ideas Flow

September
25-27

Hosted by Goodwill Industries of Middle Georgia and Helms College

An immersive conference experience that brings together Southern hospitality and the Goodwill mission. Gather in Augusta for an unforgettable Goodwill conference. Spacious conference center attached to a beautiful hotel. Easy travel. Walkable to a downtown of arts, entertainment, dining. And the chance to tour Goodwill of Middle Georgia's experiential learning education model.

SCAN HERE
to register



or visit
[goodwillworks.org/
sea-magic-2023-conference](http://goodwillworks.org/sea-magic-2023-conference)

ACCOMMODATIONS | The Augusta Riverfront Marriott at the Convention Center



Goodwill exclusive room rate: \$199/room

- Situated on the banks of scenic Savannah River, within walking distance to downtown
- Plenty of affordable parking (\$7/day max)
- Easy 15-minute ride to/from the Augusta Regional Airport (serviced by Delta and American Airlines)
- Complimentary hotel shuttle to and from the airport

www.marriott.com/augusta

AGENDA

Conference Kickoff | Monday, September 25

- noon to 5 p.m. Check in hotel, conference registration
- 5 p.m. Welcome reception at Edgar's Above Broad and the Pinnacle Club

General Sessions and Tour | Tuesday, September 26

- 8 a.m. to 4 p.m. Conference sessions and sponsor/vendor showcase throughout the day
- 5 to 7 p.m. Tours of the Augusta Campus of Goodwill and Helms College
- 7 to 9 p.m. An Immersive Culinary Celebration

General Sessions and Adjournment | Wednesday, September 27

- 8 a.m. to noon Conference sessions and sponsor/vendor showcase
- Boxed lunches available for optional afternoon activities in Augusta.
- Bartender for a Day • Farm to Fork at Helms Garden • Cooking with Helms College Chefs*
- Bike Tour of Downtown Augusta • Boat Ride Down the Historic Augusta Canal*



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For the first time ever, the Mid-Atlantic Goodwill Industries Coalition (MAGIC) and the Goodwill Southeast Association (SEA) are coming together for a combined annual conference. That's 43 regional Goodwill organizations, spanning from Washington, D.C. to Kentucky and down to Florida.

While we may be gathering by the Savannah River this September, this conference is WHERE NEW IDEAS FLOW. We invite you to be part of the movement to share and network with more than 350 Goodwill leaders, including C-level, vice presidents and decision-makers in the fields of finance, human resources, marketing, donated goods retail, workforce development and information technology.



PRESENTING SPONSOR: \$35,000

Created for a partner who is committed to the Goodwill mission and wants everyone to know!

- FOUR (4) all-access registration* passes to conference events.
- RECOGNITION and BRANDING on all meals / general sessions, conference materials including program, signage, e-blasts and website.
- Opportunity to GIVE REMARKS (3 minutes) via video or speaker at the keynote session and close.
- TWO (2) tables/booths at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Access to ATTENDEE INSIGHT contact information (post-conference).
- Logo on conference gift bag. Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

WELCOME RECEPTION / DINNER SPONSOR: \$15,000 (two available)

We're relying on you to get the party started! Our rooftop venue and dining club are sure to impress and help you set the stage for a productive week of connection.

- TWO (2) all-access registration* passes to conference events.
- RECOGNITION and BRANDING at sponsored event, conference materials including program, signage and website.
- Group host for an INVITATION ONLY group dinner (think CEOs / CFOs) after the reception.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Access to ATTENDEE INSIGHT contact information (post-conference).
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

CONFERENCE SPONSOR: \$15,000 (three available)

When you want an "audience" with the decision-makers at Goodwill, show your support and showcase your company.

- THREE (3) all-access registration* passes to conference events.
- RECOGNITION and BRANDING at sponsored meal, conference materials including program, signage and website.
- Opportunity to GIVE REMARKS (3 minutes) via video or speaker at sponsored meal/general session.

- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Access to ATTENDEE INSIGHT contact information (post-conference).
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

CULINARY CELEBRATION SPONSOR: \$10,000 (one more available)

THANK YOU SERVICE TOOL CO.

Wine, dine and network. These sponsorships connect you with your Goodwill VIPs by providing an exclusive culinary experience.

- THREE (3) all-access registration* passes to conference events.
- RECOGNITION and BRANDING at sponsored event, conference materials including program, signage and website.
- Group host for CULINARY CELEBRATION that includes access to a VIP table for 10.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Access to ATTENDEE INSIGHT contact information (post-conference).
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

REGISTRATION / HELP AND INFO DESK SPONSOR: \$5,000

Your company at the hub of information: where questions are answered, and lost name badges and cell phones are reunited with their owners.

- TWO (2) all-access registration* passes to conference events.
- BRANDING at the registration/help desk as well as on conference materials including program, signage and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

*Sponsors updated on June 16, 2023.

CONFERENCE REGISTRATION
Stay tuned for an exclusive sponsor registration link.

GIFT BAG SPONSOR: \$5,000

Your logo on the shoulders of our attendees well after the conference ends

- TWO (2) all-access registration* passes to conference events.
- RECOGNITION and BRANDING at sponsored event, conference materials including program, signage and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- LOGO ON CONFERENCE GIFT BAG. Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

Note: Gift bag sponsor logo and presenting sponsor logo will be featured along with the conference graphic.

BREAK TIME SPONSOR: \$5,000

Everyone loves the people who provide caffeine and snacks. Be that hero!

- TWO (2) all-access registration* passes to conference events.
- BRANDING at BREAK TIME events, conference materials including program, signage and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

TRANSPORTATION SPONSOR: \$5,000

We'd all walk 500 miles for the Goodwill mission...but a bus sure would be nice.

- TWO (2) all-access registration* passes to conference events.
- BRANDING and/or RECOGNITION on all transportation vehicles at the conference including program, signage and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

GOT AN IDEA FOR SPONSORSHIP?

LET'S HEAR IT! WE ARE OPEN TO CREATIVITY AND CONNECTIONS.
Contact Karen Lee Davis at kdavis@goodwillworks.org or 803.270.5148 to brainstorm.

Contact Karen Lee Davis at kdavis@goodwillworks.org or 803.270.5148 to secure your sponsorship today. Sponsorships are first come, first served and must have a signed commitment. Commitments and payments must be received by August 1, 2023.

*Registration includes general sessions, breakfasts, lunches, Welcome Reception, Culinary Celebration, Augusta activity of choice.

TECHNOLOGY SPONSOR: \$3,000

Tap. Tap. Is this mic on? It will be with your sponsorship making sure our leaders and speakers are seen and heard.

- TWO (2) all-access registration* passes to conference events.
- BRANDING on conference materials including program and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
- Opportunity to provide items in conference gift bag and place promotional items at sponsored event. (Promotional items cost and delivery are the responsibility of the sponsor.)

VENDOR SHOWCASE: \$3,000

It's like a neighborhood of Goodwill supporters. Prime real estate to network with leaders.

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- RECOGNITION on conference materials including program and website.
- ONE (1) table/booth at VENDOR SHOWCASE, a networking opportunity throughout the conference.
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2023 GOODWILL SEA MAGIC CONFERENCE VENDOR LIST (as of July 24, 2023)

Ballator • Cash Monkey Solutions • Chatmeter
deFacto Global • Digital Watchdog • ed2go
Fivestars by SumUp • Florida Goodwill Association
Florida Wholesale • Freedom Distribution, LLC • Geiger
Gold Sky Security • Good Prints
Goodwill of Central and Northern Arizona
Grand & Benedicts • Hammoq • Helluva • Metrolina Capital
Piedmont Companies, Inc. • Planet Gain
Regent Products Group • Reminiscent
Reusable Transport Packaging • Rumi Goods • ScentBridge
Service Tool Co., LLC • Simply Good Solutions, LLC
Solutions ITW, LLC • Southeastern
Stellar Successful Solutions • Sullivan Commercial
The Contractors Plan • Upright Labs/Neatoscan
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