



May 1, 2010

Dear Sponsor:

Have you ever heard the saying, “**one man’s junk is another man’s treasure?**” We are putting this adage to the test, with a unique fundraiser to benefit the Goodwill Inn Homeless Shelter, called the **Goodwill Reinvention Convention**.

***The Fun Part:***

Watch, as a dusty, wobbly dresser is **reinvented** into a gilded vanity. . .or as a pair of tattered slippers are **reinvented** into your favorite lamp! Join us in **reinventing** our community’s donated goods into works of art to be showcased and sold – proceeds from which will help local homeless individuals and families to overcome barriers to independence.

***The Details:***

Between May 15 and September 15, artists of all ages and skill will register for the Goodwill Reinvention Convention and be given a *Goodwill Hunting License*. This license will include Goodwill buck\$, valid at the Traverse City Goodwill Retail Store. Treasures purchased with Goodwill buck\$ will be **reinvented** into works of art! The weekend of October 8, artwork will be showcased to the public and sold with all proceeds going to the Goodwill Inn.

In addition to the sale of **reinvented artistic masterpieces**, funds will also be raised through purchased votes. The public will vote for their favorite works of art at a cost of \$1 per vote. The piece with the most votes wins a [*BEST IN SHOW / PEOPLE’S CHOICE*] award! (This is the first time that a win can be bought legally!)

***THE CALL TO ACTION:***

We need your sponsorship to deliver this fundraiser! Your support sends a message that you and your company want to help our area’s homeless men, women and families. Enclosed, please find details on different levels of sponsorships, and the benefits you will receive for your support. Please select a sponsorship level that matches your intentions, and return the enclosed Sponsorship Pledge form to the address listed as soon as possible.

To learn more about Goodwill’s Reinvention Convention or about becoming an event artist, please visit [www.goodwillnmi.org](http://www.goodwillnmi.org), find us on Facebook or contact Mary Stanton at 231.271.5523 / [maryhstanton@gmail.com](mailto:maryhstanton@gmail.com). We look forward to hearing from you soon!

Gratefully,

*Missy Smith -Mary Stanton-Todd McMillen -and Heidi Hallett-Treece*

The Goodwill Reinvention Convention Committee



## The Goodwill Reinvention-Convention SPONSOR BENEFITS

### **\$5,000: Presenting Sponsor** *(Only one sponsor at this level)*

- Logo on:
  - 200 opening Gala event tickets
  - 1500 Community posters/flyers
  - Goodwill Reinvention Convention website promotion
- Company name mentioned on all radio ads
- Onsite recognition at the Gala weekend event in October
- Two tickets to the Goodwill Reinvention Convention opening Gala
- Behind-the-Scenes Tour and Volunteer Opportunity at the Goodwill Inn
- “Thank You” in the Traverse City Record Eagle Following the event
- Framed Certificate of Appreciation
- Recognition in Goodwill’s Newsletter Sent to Over 5,000 Households summer *and* fall of 2010
- Recognition in the Goodwill 2011 Goodwill Annual Report

### **\$3,000: Preview Party Sponsor** *(Only two sponsors at this level)*

- Logo on:
  - 1500 Community Posters/Flyers
- Onsite recognition at the Gala weekend event in October
- Two tickets to the Goodwill Reinvention Convention opening Gala
- Behind-the-Scenes Tour and Volunteer Opportunity at the Goodwill Inn
- “Thank You” in the Traverse City Record Eagle Following the event
- Recognition in Goodwill’s Newsletter sent to over 5,000 households summer *and* fall of 2010
- Recognition in the Goodwill 2011 Goodwill Annual Report

### **\$1,000: Community Sponsor** *(Only ten sponsors at this level)*

- Logo on:
  - 1500 Community Posters/Flyers
- Onsite recognition at the Gala weekend event in October
- “Thank You” in the Traverse City Record Eagle Following the event
- Recognition in Goodwill’s Newsletter sent to over 5,000 households summer *and* fall of 2010
- Recognition in the Goodwill 2011 Goodwill Annual Report

### **\$500: Supporting Sponsor**

- Onsite recognition at the Gala weekend event in October
- Thank-You in the Traverse City Record Eagle following the event
- Recognition in Goodwill’s Newsletter Sent to Over 5,000 Households, summer *and* fall of 2010
- Recognition in the Goodwill 2011 Goodwill Annual Report

### **\$100: Artist Sponsor** Sponsor a work of art!

- Company name will accompany artists’ displays during the October event
- Recognition in Goodwill’s Newsletter sent to over 5,000 households summer *and* fall of 2010
- Recognition in the Goodwill 2011 Goodwill Annual Report



## Goodwill Reinvention-Convention SPONSORSHIP PLEDGE FORM

We are honored to sponsor The Goodwill Reinvention Convention to benefit the Goodwill Inn and agree to fulfill our pledge for the following level no later than September 1, 2010

- \$10,000       \$7,000       \$5,000  
 \$3,000       \$1,000       \$500       \$100

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Website: \_\_\_\_\_

Email: \_\_\_\_\_

We would like our business name to appear as follows in all materials and on the website:

\_\_\_\_\_

Pledge authorized by: \_\_\_\_\_

Date: \_\_\_\_\_

- Our pledge will be paid with a check made payable to the Goodwill Inn.  
 Please charge our pledge to the following credit card:  
 Visa       MasterCard       American Express.

Card Number: \_\_\_\_\_ Exp Date: \_\_\_\_\_

Signature: \_\_\_\_\_

All monies raised by the Reinvention Convention support the Goodwill Inn Homeless Shelter which is a designated homeless shelter and private nonprofit 501 (c) (3) corporation. Your contributions are tax deductible. No goods or services were received in exchange for the above pledge/gift.

**Please return the signed original to:**  
The Goodwill Inn  
2279 South Airport Road West  
Traverse City, MI 49684  
Attn: Mary Stanton, **The Reinvention Convention**