



# Goodwill of North Georgia 2024 Battle of the BIZ! Gala

# Event Details

Battle of the BIZ! is Goodwill of North Georgia's only annual fundraising event.

**Emcee: Monica Kaufman Pearson**  
**Saturday, October 26, 2024**  
**6:00 p.m.**

**Flourish Atlanta**  
**Cocktail Attire**  
**Dinner, Dancing, Silent Auction**



# Entrepreneur of the Year

Kirk Halpern

Founder & CEO

Farmers & Fishermen Purveyors



# Event Co-Chairs



**Alicen Blair  
Korn Ferry**



**Ryan Wilson  
The Gathering Spot**

# Sponsorship Opportunities



# Presenting Sponsor \$75,000

## Marketing & PR

- Battle of the BIZ! “Presented by” name and/or logo recognition in all published communications, including correspondence, press releases, invitations, advertising, and Goodwill of North Georgia website
- Logo in Atlanta Business Chronicle
- Recognition in all Battle of the BIZ! social media posts by Goodwill of North Georgia

## Event

- Logo displayed on the podium on stage at the gala
- Logo on all 360 photo booth photos provided to guests and shared on social media
- Logo on step and repeat at the gala and pitch competition
- Logo on canvas bag given to each guest
- Opportunity to announce the Battle of the BIZ! winner on stage
- Three branded VIP tables of eight\* in center-stage location



# Battle Sponsor \$50,000

## Marketing & PR

- Name and/or logo recognition in all published communications, including correspondence, press releases, invitations, advertising, and Goodwill of North Georgia website
- Logo in Atlanta Business Chronicle
- Recognition in all Battle of the BIZ! social media posts by Goodwill of North Georgia

## Event

- Logo displayed on the podium on stage at the gala
- Logo on step and repeat at the gala and pitch competition
- Logo on canvas bag given to each guest
- Opportunity to provide branded item to each guest
- Three branded VIP tables of eight\* in center-stage location



# Graduate Sponsor \$25,000

## Marketing & PR

- Name and/or logo recognition in all published communications, including correspondence, press releases, invitations, advertising, and Goodwill of North Georgia website
- Logo in Atlanta Business Chronicle
- Recognition in all Battle of the BIZ! social media posts by Goodwill of North Georgia

## Event

- Logo on step and repeat at the gala and pitch competition
- Opportunity to provide branded item to each guest
- Two branded VIP tables of eight\* in center-stage location





# Advocate Sponsor \$10,000

## Marketing & PR

- Name and/or logo recognition in all published communications, including correspondence, press releases, invitations, and advertising
- Logo Battle of the BIZ! website
- Recognition in all Battle of the BIZ! social media posts by Goodwill of North Georgia

## Event

- 1 branded VIP table of eight\*
- Verbal and on-screen recognition in event program



# Table Host: \$5,000

- 1 table of eight\*
- On-screen recognition in event program



# Battle of the BIZ! is changing lives!

The Battle of the BIZ! gala is the culminating event for our GoodBIZ! program for entrepreneurs. GoodBIZ! is just one of the many career training programs offered by Goodwill of North Georgia at ZERO cost to the jobseeker.

Because of donors like you, over the last five years, **Goodwill of North Georgia has helped 53,500 families move out of poverty.**



"GoodBIZ! has developed my discipline to focus on the numbers and data involved in my business."

Kristel Valencia  
Founder  
Cafexito Mexican Coffee Shop

Scan the QR code to learn more about Goodwill of North Georgia's GoodBIZ! program and the Battle of the BIZ!



**To secure your sponsorship visit**

**[www.goodwilling.org/battle](http://www.goodwilling.org/battle)**

**or contact**

Emily Carter

Vice President, Development  
Goodwill of North Georgia

**[ecarter@ging.org](mailto:ecarter@ging.org)**

**(470) 952-7029**

**THANK YOU**