



## 2020 AUCTION SPONSORSHIP LEVELS AND BENEFITS

*(All sponsorship opportunities are fully customizable to your marketing needs)*

<b>BENEFITS:</b>	<b>PRESENTING SPONSORSHIP: \$15,000</b>	<b>PLATINUM SPONSORSHIP: \$10,000</b>	<b>GOLD SPONSORSHIP: \$5,000</b>	<b>SILVER SPONSORSHIP: \$3,000</b>
Exclusivity in being primary event sponsor and featured as Presenting Sponsor on all event print materials, emails, social media posts, press releases, and solicitation	X			
Ability to create custom recognition package	X			
Company recognized on SJA homepage	X			
"Sponsor Corner" e-blast to constituent base + sponsor highlight in printed newsletter	X			
One-time \$5,000 scholarship/program gift to be awarded in company's name	X			
Opportunity to have company representative make brief remarks from stage at event	X			
Media exposure opportunities	X	X		
Invitation to pre-event VIP reception with key school leadership and Sisters of Charity of St. Joan Antida	X	X		
Featured in paid Facebook & Twitter event promotion posts	(2)	(2)		
Logo featured on mobile bidding site	X	X	X	
Recognized during President's remarks at event	X	X	X	X
Recognition in press release	X	X	X	X
Complementary advertisement in program	Full-page Inside Cover	Full-page	Half-page	Half-page
Recognition in event marketing: emails and social media posts	Logo	Logo	Logo	Name
Featured on SJA website and Auction website	Logo & site link	Logo	Logo	Name
Company name and logo on event table sign	All tables, as Presenting Sponsor	Sponsored table	Sponsored table	Sponsored table
Featured on event signage, program, and slideshow	Logo	Logo	Logo	Logo
Table of (8) at event	2 tables w/preferred seating near stage	2 tables w/preferred seating near stage	1 table w/preferred seating	1 table

**Reach:**

- Email audience: 2,700+
- Printed invitation audience: 600+
- Event attendee audience: 300
- Facebook page likes: 3,400+

**2019 Frequency:**

- Emails: 13 pre-event, 1 post-event
- Facebook posts: 27 posts with total reach of 48,250+
- Facebook ads: 2 pre-event
- Press releases: 1 pre-event





## 2020 ST. JOAN ANTIDA HIGH SCHOOL

### AUCTION UNDERWRITING OPPORTUNITIES:

Opportunity	Value (\$)	Recognition
<b>Sold</b>	\$5,000	<ul style="list-style-type: none"> <li>▪ Gratitude slide in program rotation in Dining Room</li> <li>▪ Signage on Majic Productions control booth</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ (4) Comp. tickets to attend event</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
<b>Video</b>	\$5,000	<ul style="list-style-type: none"> <li>▪ Logo signage that appears before and after video</li> <li>▪ Video used at Auction and as a marketing piece for the school for the next year, with exposure to multiple audiences</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ (4) Comp. tickets to attend event</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
<b>Electronic Bidding Platform - Onecause (BidPal)</b>	\$3,500	<ul style="list-style-type: none"> <li>▪ Banner recognition on mobile bidding website</li> <li>▪ Welcome text from sponsor at event</li> <li>▪ Logo signage at OneCause check-in area</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> <li>▪ (2) Comp. tickets to attend event</li> </ul>
<b>Chocolate and Diamonds Station</b>	\$2,500	<ul style="list-style-type: none"> <li>▪ Logo signage at Station</li> <li>▪ Themed giveaway item</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> <li>▪ (2) Comp. tickets to attend event</li> </ul>
<b>Valet</b>	\$2,500	<ul style="list-style-type: none"> <li>▪ Logo Signage on Valet Station</li> <li>▪ Opportunity for Giveaway item to leave in cars</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ (2) Comp. tickets to attend event</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>

Opportunity	Value (\$)	Recognition
Bar and Bartenders	\$2,000	<ul style="list-style-type: none"> <li>▪ Logo signage on cocktail napkins</li> <li>▪ Logo signage at each of the three bars</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> <li>▪ (2) Comp. tickets to attend event</li> </ul>
Centerpieces	\$1,000	<ul style="list-style-type: none"> <li>▪ Logo signage incorporated into table centerpieces</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
Décor	\$1,000	<ul style="list-style-type: none"> <li>▪ Gratitude slide in program rotation in Dining Room</li> <li>▪ Logo signage in Dining Room</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
Student Presenters ("tickets" for students to be seated in the dining room)	\$1,000	<ul style="list-style-type: none"> <li>▪ Recognition from podium by students</li> <li>▪ Facebook video on presenters thanking sponsor (shot of students preparing for event)</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
Table Wine	\$1,000	<ul style="list-style-type: none"> <li>▪ Logo signage on table or draped over neck of bottles</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
VIP Reception	\$1,000	<ul style="list-style-type: none"> <li>▪ Logo signage in reception area</li> <li>▪ Recognition in VIP email invitation</li> <li>▪ Full page color ad in auction booklet</li> <li>▪ Logo recognition on event website, mobile bidding platform and all event marketing materials</li> </ul>
Volunteer Room Sponsor	\$500	<ul style="list-style-type: none"> <li>▪ Logo signage in (and outside of) volunteer room</li> <li>▪ Mention in Volunteer Materials (meet in volunteer room presented by...)</li> <li>▪ 1/2 page color ad in auction booklet</li> </ul>



*Changing the world one girl at a time*

## 2020 AUCTION COMMITMENT FORM

PLEASE RETURN BY **March 31, 2020**

### Please select sponsorship level:

- Presenting Sponsorship (\$15,000) \*\*FREE 1-Page AD
- Platinum Sponsorship (\$10,000) \*\*FREE 1-Page AD
- Gold Sponsorship (\$5,000) \*\*FREE ½ Page AD
- Silver Sponsorship (\$3,000) \*\*FREE ½ Page AD
- Donation: \$ \_\_\_\_\_

### Please select purchased ad space:

Expand your company's exposure by purchasing ad space in our Auction catalog. Full color.

#### Artwork due March 31, 2020

- Full page ad (\$300) size: 5"W x 8"H
- Half page ad (\$150) size: 5"W x 3.5"H

### Please select underwriting contribution:

- ~~Lighting and Sound (\$5,000)~~
- Video (\$5,00)
- Electronic Bidding System (\$3,500)
- Chocolate and Diamonds Station (\$2,500)
- ~~Valet (\$2,500)~~
- ~~Bar and Bartenders (\$2,000)~~
- Centerpieces (\$1,000)
- Décor (\$1,000)
- Student Presenters (\$1,000)
- Table Wine (\$1,000)
- VIP Reception (\$1,000)
- Volunteer Room (\$500)
- Apply \$ \_\_\_\_\_ towards a portion of the following: \_\_\_\_\_

(PLEASE PRINT)

Organization \_\_\_\_\_ Contact Name \_\_\_\_\_

Name as it should appear on event materials \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Website \_\_\_\_\_

- Enclosed is my check made payable to: **St. Joan Antida High School**
- Please charge my payment to my  Visa  MC  AmEx

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Signature \_\_\_\_\_

St. Joan Antida High School (SJA) commits to providing the Sponsor with the benefits appropriate to the sponsorship level, as indicated on the event sponsorship form. SJA is a 501(c)(3) nonprofit organization (EIN #39-1570748). Donations are tax-deductible to the extent allowed by law.

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