



2021



## OVERVIEW

Paradise Island Fiesta Del Caribe is Incarnate Word Academy's signature fundraising event. Proceeds from Paradise Island benefit every student on campus and provide immediate resources directed to several key areas, including tuition assistance (expanding access to an IWA education for a diverse population), STEM (advancing science, technology, engineering, and math education), fine arts, athletics, professional development for faculty, and campus security and facility enhancements.

The pandemic has presented us with many challenges that have required us to look at our event with a different set of eyes. This year, we are hosting our first ever virtual interactive fundraiser and are pleased to bring you our Paradise Island 2.0 reboot.

To do so, we have redesigned how and when our specialty auctions and raffle are held. Instead of everything taking place on one day, our Paradise Island auctions will be sprinkled throughout the year and our raffle will go 100% virtual. For our sponsors, donors and underwriters, this offers multiple extended opportunities for promotion and recognition.

### EVENT TIMELINE

October 30-31, 2020	Paradise Island Fall Estate & Art Sale
December 7-11, 2020	Paradise Island Christmas Auction
February 1, 2021	Paradise Island Raffle Sales begin
February 1-5, 2021	Paradise Island IWA Spirit Auction
March 27, 2021	Paradise Island Fiesta Del Caribe
	8:00 a.m. Elite Auction opens
	4:00 p.m. Curbside Angel WOW Box pick up
	6:00 p.m. Interactive event and VIP watch party begins
	6:30 p.m. Elite Auction closes
	6:40 p.m. Live Auction begins
	7:10 p.m. Live Auction closes
	7:15 p.m. Angel appeal & raffle drawing
	7:30 p.m. Event ends
April 19-23, 2001	Paradise Island Spring Estate & Art Sale
May 3-7, 2021	Summer Up Silent Auction



## GUEST ATTENDANCE

In a normal year, an average of 600 guests attend Paradise Island. They include but are not limited to parents, grandparents, faculty, staff, alumni, parents of alumni, religious and community leaders, local business leaders, charitable foundation representatives, and friends of IWA. This year, the maximum capacity for our Interactive event and watch party is 300 guests, however, hundreds more will engage through our mobile bidding platform and thousands receive communications.

## ENHANCED BENEFITS AND ACCESSIBILITY

We are pleased to announce that we have incorporated new and improved supporter benefits that will broaden the reach of the exposure you receive in return for your investment, and for a longer period of time. We have limited Angel opportunities available and unlimited sponsorships and general admission available. Mobile bidding will remain free and accessible to anyone who wants to participate.

## PROMOTION AND RECOGNITION

How do you expose your business and showcase your commitment to our Angels? By becoming a sponsor or Angel. In addition to reaching everyone who participates in our auctions and the big event, sponsors and Angels will be promoted in email promotions to over 5,000 IWA community members, social media posts, and recognition in our digital program, Angel E-News and special Paradise Island issue of the Messenger Magazine.

In addition, sponsors and Angels receive free access to the interactive event and VIP watch party on Saturday, March 27<sup>th</sup>. Sponsors will also receive an Angel WOW Box. General admission is available for a small donation.

Now more than ever, we need and appreciate your support, and are grateful to be able to offer enhanced benefits to you. We want this to be a win-win for everyone, including the precious Angels we are so blessed to serve. We hope you will join us!



## EXCLUSIVE SPONSORSHIP OPPORTUNITIES

### Golden Archangel Sponsor .....\$10,000+

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – sponsor webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post - Facebook/Instagram. All listings include hyperlinks to your website.
- Angel WOW Box for ten (10) delivered on March 27<sup>th</sup> – includes food, wine, favors, centerpiece and more!).
- Virtual Swag Bag – include your coupon or special offer.
- Full-Page Ad – in printed auction catalog, digital program and special digital Paradise Island issue of Messenger Magazine.
- Special Recognition on Event Day - pop-up on IWA website homepage and listing on school marquees.
- Feature Social Media Post – (with hyperlinks) – Facebook/Instagram.
- Signage – on display at IWA and one for your home/business.
- Scholarship in Your Name – partial, one-year

### Silver Archangel Sponsor.....\$5,000

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – sponsor webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post -Facebook/Instagram. All listings include hyperlinks to your website.
- Angel WOW Box for ten (10) delivered on March 27<sup>th</sup> – includes food, wine, favors, centerpiece and more!).
- Virtual Swag Bag – include your coupon or special offer.
- Half-Page Ad – in printed auction catalog, digital program and special digital Paradise Island issue of Messenger Magazine.



**EXCLUSIVE SPONSORSHIP OPPORTUNITIES continued**

**Bronze Archangel Sponsor.....\$3,500**

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – sponsor webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post - Facebook/Instagram. All listings include hyperlinks to your website.
- Angel WOW Box for ten (10) - pick up curbside at 4:00 p.m. at the IWA Tropical Carpet – includes food, wine, favors, centerpiece and more!).
- Virtual Swag Bag – include your coupon or special offer.

**Archangel Sponsor.....\$1,500**

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – sponsor webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post - Facebook/Instagram. All listings include hyperlinks to your website.
- Angel WOW Box for ten (10) - pick up curbside at 4:00 p.m. at the IWA Tropical Carpet – includes food, wine, favors, centerpiece and more!).



**LIMITED ANGEL OPPORTUNITIES**

An excellent promotional opportunity for someone who is seeking exposure that is significant to a particular auction and/or auction date. Your investment is a 100% donation as you receive no goods or services in return for your gift.

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – mobile bidding landing page listing for that particular auction, listing on Angel webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post (Facebook/Instagram). All listings include hyperlinks to your website.

Christmas Auction Angel.....	SOLD.....	\$1,500
Children’s Art Auction Angel.....	SOLD.....	\$1,500
IWA Spirit Auction Angel.....		\$1,500
Coollest Cooler Auction Angel.....		\$1,500
Elite Auction Angel.....		\$1,500
Live Auction Angel.....		\$1,500
Summer Up Silent Auction Angel.....		\$1,500
Raffle Angel.....	SOLD.....	\$1,500

**AUCTION EXPERIENCE ANGELS**

A fabulous opportunity to help us build value on auction packages that will dramatically increase income potential. Your investment is a 100% donation as you receive no goods or services in return for your gift.

- Exclusive Access – to interactive event and watch party on March 27<sup>th</sup>.
- Multiple Listings – listing on auction item page and Angel webpage, Angel E-News, email blast to 5000+, print/digital programs, mobile bidding platform, special digital Paradise Island issue of Messenger Magazine, signage and social media post (Facebook/Instagram). All listings include hyperlinks to your website.

Live/Elite Auction Experience Angel (10 available).....		\$1,000
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**GENERAL ADMISSION, BOXES & MOBILE BIDDING ACCESS**

General Admission for One (1).....\$25

- Exclusive Access – to interactive event and VIP watch party on March 27<sup>th</sup>.

Angel WOW Box.....\$150

- Angel WOW Box for two (2) – pick up curbside at 4:00 p.m. at the IWA Tropical Carpet – includes food, wine, favors, centerpiece and more!). Deadline to submit your order is March 12, 2021.

Mobile Bidding.....FREE

Registration is required. There is no fee to bid on the mobile bidding site.

**WATCH PARTIES**

If you are interested in hosting your own in-home watch party and would like tips, please contact us!

**FOR MORE INFORMATION VISIT OUR PARADISE ISLAND WEBSITE**

[www.iwacc.org/paradiseisland](http://www.iwacc.org/paradiseisland)

**TO BID ON AUCTION ITEMS PLEASE GO TO OUR MOBILE BIDDING SITE**

[www.iwacc.givesmart.com](http://www.iwacc.givesmart.com) or text 76278

**PARADISE ISLAND QUESTIONS**

Amy Snell Canterbury

Annual Giving Officer

361-883-0857 x 104

[canterburya@iwacc.org](mailto:canterburya@iwacc.org)



## 2021 COMMITMENT FORM

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

Company/Individual Name: \_\_\_\_\_

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

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

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

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

### SPONSOR, ADMISSION, WOW BOX & DONATIONS

### ANGEL

- |   |           |   |         |
|---|-----------|---|---------|
| <input type="checkbox"/> Golden Archangel Sponsor                 | \$10,000+ | <input type="checkbox"/> Christmas Auction Angel        | \$1,500 |
| <input type="checkbox"/> Silver Archangel Sponsor                 | \$5,000   | <input type="checkbox"/> Children's Art Auction Angel   | \$1,500 |
| <input type="checkbox"/> Bronze Archangel Sponsor                 | \$3,500   | <input type="checkbox"/> IWA Spirit Auction Angel       | \$1,500 |
| <input type="checkbox"/> Archangel Sponsor                        | \$1,500   | <input type="checkbox"/> Coolest Cooler Angel           | \$1,500 |
| <input type="checkbox"/> General Admission # _____ @ \$25 = _____ |           | <input type="checkbox"/> Elite Auction Angel            | \$1,500 |
| <input type="checkbox"/> Angel WOW Box # _____ @ \$150 = _____    |           | <input type="checkbox"/> Live Auction Angel             | \$1,500 |
| <input type="checkbox"/> Donation \$ _____                        |           | <input type="checkbox"/> Summer Up Silent Auction Angel | \$1,500 |
|   |           | <input type="checkbox"/> Auction Experience Angel       | \$1,500 |
|   |           | <input type="checkbox"/> Raffle Angel                   | \$1,500 |

### Payment Information

- Check enclosed       Credit Card       Paid Online       Bill Me

### Credit Card Payments

- Credit Card Type     Visa                       MasterCard             American Express     Discover

Name (as it appears on your card): \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Card CSV Code: \_\_\_\_\_

Return to Incarnate Word Academy, 2920 South Alameda, Corpus Christi, TX 78404 or [canterburya@iwacc.org](mailto:canterburya@iwacc.org).