



## **Sponsorship: Maximize Your Auction Proceeds**

Maximize your proceeds by encouraging your supporters to prepay for an item at a great discount before your fundraising event. This is a ***perfect way to engage supporters that are unable to attend the actual event.*** It's also perfect for "heavy hitters" or local business owners that might enjoy being recognized at your event and on your website.

Our TravelPledge partners (vacation providers, golf courses, cruise lines, etc.) **love** the exposure and promotion that you do for them at your event. Because of this and thanks to their generosity, any of your supporters can sponsor these fun experiences ***at greatly reduced prices***, and sponsors are automatically recognized (if they choose to be) at your event and on your website.

**Golf Vacation** details

**Myrtle Beach, SC**  
4 Nights / 4 Golfers

Retail Value= \$3,000  
Sponsor this item for only \$1,500!

[Sponsor this item](#)

### **How it works / example:**

You select a golf vacation (with a retail value of \$3,000) to be promoted at your fundraiser. You send out an email to your supporters, and one of them steps up and sponsors this vacation for \$1,500 (half of its retail value!) You then sell this golf vacation at your auction for \$2,600. Since the item was sponsored, you keep 100% of the winning bid. In addition, your sponsor receives special recognition at your event and on your event website. Since your sponsor receives no goods or services, you can send him/her a tax letter for the full \$1,500 donation.

**Best of all, you just added \$2,600 to your auction proceeds!**



Use our copy and paste email located in your dashboard to send out an email to potential sponsors in your community.

*You keep 100% of the winning bid on any sponsored item.*

