



United Way
Thomas Jefferson Area

All Around Town Auction February 1-12, 2008

Just in time for Valentine’s gift shopping, join with other exceptional local merchants for this **unique** auction to benefit the United Way-Thomas Jefferson Area! Jewelry, clothing, accessories, electronics, spa services, gifts, toys, gourmet food items—all will be available for bid. And, **unlike regular silent auctions, bidders must visit your business to place a bid.**

Typically, silent auctions collect donated items or services for an auction held at a party. Most bidders will never visit donor businesses. This event is different: each participating business will display its donated item(s) on the sales floor in a small display created by the United Way. Auction marketing materials will encourage customers to visit participating stores, bringing new and increased traffic.

The United Way will promote the auction with local news media and advertising, with listings of the participating merchants. By placing an item up for bid, your business will receive:

- Inclusion in listing of participating businesses, to be displayed in all participating businesses
- Recognition in print advertising
- Increased customer traffic generated by those interested in bidding on your unique item- United Way will promote via television, radio, and print media
- Positive recognition as a generous community business
- Satisfaction from helping our community’s neediest citizens lead healthier, more secure lives

For best results, the United Way suggests that the item(s):

- Have a value of at least \$50.00
- Be unique and not widely available in your store during the auction
- Be positioned in a central location that gets considerable foot traffic

All auction proceeds go directly to the United Way-Thomas Jefferson Area to help provide housing, shelter, food, medical assistance, after-school programs, and more for people right here in our community.

Merchant Agreement

Date: _____

_____ (business) agrees to donate the following to the United Way-Thomas Jefferson Area to be auctioned off as part of the All Around Town Auction, February 1-12, 2008 (in time for Valentine’s gifts):

Donation: _____

Value of donated item: \$ _____

Donated item(s) will be clearly displayed in the participating business from opening of business on February 1, 2008 through close of business on February 12, 2008, along with a bid sheet (provided by the United Way) and information about the United Way and the Auction (provided by the United Way).

During the morning of Wednesday, February 13, the United Way will collect the bid sheets, donated items, and the display material.

United Way will contact those with winning bids and arrange for the payment for and pick-up of purchased items.

Signature of authorized business owner or manager: _____
Please print name: _____