



Holiday Online Auction

December 1 - 8, 2011

Sponsorship Opportunities

All Sponsors get exposure on every page of the Online Auction!

Thanks to our partnership with Bidding for Good, thousands of bidders will see your logo and know that your company supports services for older people and their caregivers. And it's a great way for you to achieve widespread visibility and drive traffic to your site.

Gold Sponsor - \$500.00

- **Premium Logo Positioning** with a link to your website featured on **every page** of the auction site, including the home page, each catalog page, the refer a friend and donate here pages. In order of sponsor commitment, Gold Sponsor logos will be stacked on every page – **so the earlier you sign up to sponsor with us, the better exposure for your business!**
- Logo included in **regular email blasts** to promote the auction. These will be sent to our extensive mailing list of donors, volunteers, professional colleagues and community organizations.
- Logo featured with a link to your website on our agency website and, once you commit to sponsorship, **on every auction flyer.**
- Acknowledgement of your support in our web-based Annual Report.

Silver Sponsor - \$250.00

- Logo with a link to your website featured on **every page** of the auction site. In order of sponsor commitment, Silver Sponsor logos will be stacked on every page just below Gold Sponsors – **so the earlier you sign up to sponsor with us, the better exposure for your business!**
- Logo featured with a link to your website on our agency website.
- Acknowledgement of your support in our web-based Annual Report.

Auction Item Donations

- All items donated will be visible to a local base of over 2,000 of Minuteman's own community of supporters plus exposure to over 230,000 subscribers to Bidding for Good
- Businesses that donate an item for the auction are acknowledged with their logo on the catalog page where the item appears.

To reserve your sponsorship or to make a donation, please contact Eileen Curtin at 781-221-7095 or email e.curtin@minutemansenior.org.