

# **BUSINESS ADS AND SPONSORSHIPS**

## ***Aloha Auction***

To be held: **November 12, 2016**

Sponsored by: **Unitarian Universalist Congregation of Asheville (www.uuasheville.org)**

**Deadline for Ad Copy: October 16**

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There are three options for businesses to gain exposure and advertise their products or services in the Auction catalog, which will be viewed by more than 220 attendees and more than 600 UUCA congregants.

1. **Sponsorship**: We are accepting a maximum of ten (10) business sponsors for the Auction. Only one sponsor per category (e.g., realtor, hair dresser, massage therapist, etc.) will be accepted. Businesses may **purchase a sponsorship** for a cash donation of \$250 or a donation of goods/services valued at \$500 or more. Sponsors will receive:
  - A ½ -page ad in the Auction catalog. ½-page ad sizes are 5"x7.5" or 3.75"x9.75"
  - Business logo on our "banner of sponsors" which will be prominently displayed at the Auction and in Sandburg Hall during subsequent weeks
  - A sponsor commercial during the Auction by the auctioneer
  - Space at our sponsors' table to place advertising materials
  - Recognition on UUCA's Facebook page
  - Two auction tickets
2. **Donation of goods and services**: Businesses may receive a free ad in the catalog for a **donation of goods or services**.

<u>Donation value:</u>	<u>Ad size:</u>
• \$50-\$199	business card (2"x3.5")
• \$200-\$499	¼-page ad (2.5"x7.5" or x 3.75"x5")
• \$500-\$999	½ -page ad (5"x7.5" or 3.75"x9.75")
• \$1,000+	Back cover or inside front/back cover, subject to availability
3. **Purchase of catalog ad**: Businesses may **purchase ad space** in the Auction catalog, as follows

• \$50	Business card ad (sizes above)
• \$100	¼- page ad
• \$250	½ -page ad
• \$500	Full-page ad

To reserve your ad space, please complete the sponsorship/catalog Ad Order Form.

Deadline for submission of ad forms and camera-ready digital ads is **October 16, 2016**.

Mail/email completed forms to: Ann McLellan, 14 Duke St., Asheville, NC 28806, with checks payable to UUCA.

Email camera-ready digital ad copy (300+dpi) to: [annmclellan1@gmail.com](mailto:annmclellan1@gmail.com) by **October 16, 2016**.

**Thank you for supporting the UUCA Auction!**

# AD ORDER FORM

## *Aloha Auction*

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<p>_____ Business Sponsor</p> <p>_____ Cash (\$250)</p> <p>_____ In-kind Value (\$500+)</p> <p>If In-kind, describe _____</p> <p>_____</p>	<p>_____ Donation goods/services</p> <p>_____ Describe</p> <p>_____</p> <p>_____ Value _____ Ad Size</p>	<p>_____ Ad Purchase</p> <p>_____ Ad Size</p> <p>_____ Price</p>
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Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Contact Person: \_\_\_\_\_

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

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

<p>FOR OFFICE USE ONLY:</p> <p>Volunteer: _____</p> <p>Date received: _____</p> <p>Digital ad received: _____</p> <p>Date paid: _____</p> <p>Sponsor logo obtained: _____</p>
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