



Wyoming Valley Children's Association

Online Silent Auction



January 2021

Dear Friends of WVCA,

Each Spring, Wyoming Valley Children's Association (WVCA) hosts our Annual Gala, a fundraising event that raises tens of thousands of dollars for local children in need. However, with the COVID-19 pandemic still ever-present in our world, WVCA has decided to continue the success of last year's **Online Silent Auction** while adding safe and engaging new elements this year.

WVCA has a vibrant history of providing quality early childhood education and therapeutic services to children in the Wyoming Valley for over 97 years. Throughout the ongoing pandemic, our school has been steadfast in continuing our programs both virtually and in-person. Undoubtedly, the past year has been challenging for our students, families, and staff. Additionally, with 62% of the families we serve living at or below the federal poverty level, our school truly needs the philanthropic support of our community partners now more than ever.

WVCA's Online Silent Auction will be showcased on an interactive website, complete with dozens of unique and local items. *The auction will run from Thursday, March 25, 2021, through Saturday, March 27, 2021.* The marketing reach of last year's event was impressive and we anticipate increased online engagement and promotion for our sponsors this year. In addition, WVCA has added new event elements including a take-out dinner option from The Woodlands and a \$2,500 Cash Raffle.

Would you consider becoming a sponsor of WVCA's online silent auction? We fully acknowledge that it is a difficult time for every business, individual, and organization in our community. Any support you are able to provide would be deeply appreciated. An overview of sponsorship benefits includes:

- Promotion on our online silent auction platform. Website: <https://wvca.cbo.io>
- A spotlight in WVCA's newsletter, which is emailed to over 2,000 contacts.
- Promotion on WVCA social media accounts, which will be utilizing paid promotional advertisements.
- ALL sponsorship level amounts are fully tax-deductible.
- In addition to traditional benefits: ads in our online program book, opportunities for media coverage, etc.,

As a respected member of our business community, we would be honored to have your support of this creative online event. Your generosity will help us continue to aid our students as they grow, learn, and achieve milestones that will prepare them for lifelong learning.

Thank you for your considered sponsorship and please contact me with any questions or concerns. To make a sponsorship donation online and learn more about the event, please visit www.wvcakids.org/auction.

Sincerely,

Nina Dei Tos Zanon
Executive Director



Wyoming Valley Children's Association

1133 Wyoming Ave, Forty Fort, PA 18704 | 570.714.1246 | nzanon@wvcakids.org



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Sponsorship Opportunities

◆ Presenting Sponsor - \$10,000

- Prime corporate logo positioning in all event media, online materials, and press releases
- Prime logo position on WVCA's online silent auction platform
- Full page (5.5 x 8.5) color ad in the online ad book, with link to company website
- Company logo and link on WVCA's social media and website
- Prime positioning of logo featured on online and traditional event marketing
- Logo and link to website featured in the WVCA Spring Newsletter

◆ Platinum Sponsors - \$5,000

- Inclusion in the event press release and media as appropriate
- Logo featured prominently on WVCA's online silent auction platform
- Large company logo featured on WVCA's social media and website
- Full page (5.5 x 8.5) ad in the online ad book, with link to company website
- Large company logo featured in the WVCA Spring Newsletter

◆ Golden Sponsors - \$2,000

- Full page (5.5 x 8.5) ad in the online ad book
- Company logo featured on WVCA's online silent auction platform
- Company logo included on WVCA's website and social media
- Logo featured in the WVCA Spring Newsletter

◆ Sapphire Sponsors - \$1,000

- Company name included on WVCA's online silent auction platform
- Company name included on WVCA's online marketing materials
- Full page ad (5.5 x 8.5) in the online ad book
- Company name and/or logo featured in the WVCA Spring Newsletter

◆ Online Ad Book:

- \$800 = Full page ad (5.5 x 8.5)
- \$475 = Half page ad (5.5 x 4.25)
- \$250 = Quarter page ad (2.2 x 4.25)
- \$100 = One-line supporter listing in program

Please email your ad and company logo to cmeluskey@wvcakids.org by March 19, 2021.

All ads must be in either PDF, JPEG or PNG formats.

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Thank you for your support of WVCA's Online Silent Auction!

Please fill out the information below and return to WVCA at 1133 Wyoming Ave, Forty Fort, PA 18704 or scan and email to cmeluskey@wvcakids.org. You can also make your gift online at www.wvcakids.org/auction

Company or Individual Name (as you would like it to appear in print):

Address:

Phone: _____ Email: _____

Company Contact Name:

Please Choose a Sponsorship Level:

- \$10,000- Presenting Sponsor
- \$5,000 - Platinum Sponsor
- \$2,000 - Golden Sponsor
- \$1,000 - Sapphire Sponsor
- Online Ad Book:
 - \$800 = Full Page
 - \$475 = Half Page
 - \$250 = Quarter Page
 - \$100 = Supporter Listing

Silent Auction Item Donation:

Description of the item donated:

Approximate Value \$ _____

Payment Method:

- A check/cash is enclosed (Made payable to WVCA)
- Please charge my credit card info below:

Card Type : Visa MasterCard Discover

Card # _____

SEC Code _____ Exp. Date _____

Print Name _____

Signature _____

WVCA is a 501 (c) (3) nonprofit organization, donations to which are tax deductible to the fullest extent permitted by law. A copy of the official registration and financial information for WVCA may be obtained from the PA Dept. of State by calling toll free within PA, 1-800-732-0999. Registration does not imply endorsement.

Please email your ad and company logo to cmeluskey@wvcakids.org by March 19, 2021
Ads must be in either PDF, JPEG or PNG formats.



If you have any questions or concerns, please contact:

Christine Mackin Meluskey
Director of Development and Marketing
1133 Wyoming Ave, Forty Fort, PA 18704
570.714.1246 | cmeluskey@wvcakids.org