

CORPORATE PARTNERSHIP OPPORTUNITIES 2019

TITLE PARTNER - \$25,000 (Exclusive)

- **Media** advertising:
 - Press release
 - Social media presence
 - Logo and/or company name on external print
- **Digital** advertising:
 - Pre-auction advertising on UofDJesuit.org/auction and mobile bidding site (up to 3 months)
 - Corporate logo displayed on website
 - Corporate logo displayed on mobile bidding site w/link to partner website
 - Corporate logo on scoreboard with 5 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
 - Corporate logo on all 625+ guests' handheld device (auction night) and partner page
- **Print** advertising:
 - Corporate logo on front cover of program
 - Full page color ad prominently located in program
 - Corporate logo on invitation (*August 1st print deadline*)
 - Corporate logo on partner recognition page in program
 - **Signage:**
 - Corporate logo displayed:
 - At ancillary auction events
 - Opportunity to include promo item in swag bag
- **Event** attendance:
 - Presentation (3 minutes)
 - Acknowledgement during auction
 - 2 tables of 8; preferred seating with logo displayed on table

PREMIER PARTNER - \$13,475 (3)

- **Media** advertising:
 - Social media presence
 - Logo and/or company name on external print
- **Digital** advertising:
 - Corporate logo displayed on UofDJesuit.org/auction
 - Corporate logo displayed on auction site w/custom pop-up text
 - Corporate logo scoreboard with 3 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
 - Company logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
 - Full page color ad prominently located in program
 - Corporate logo on invitation (*August 1st print deadline*)
 - Corporate logo on partner recognition page in program
 - **Signage:**
 - Corporate logo displayed:
 - At ancillary auction events
 - Opportunity to include promo item in swag bag
- **Event** attendance:
 - Acknowledgement during auction
 - 1 table of 8; preferred seating with logo displayed on table

PLATINUM PARTNER - \$7,500 (3)

- **Media** advertising:
 - Social media presence
- **Digital** advertising:
 - Corporate logo displayed on UofDJesuit.org/auction
 - Corporate logo displayed on auction site w/custom pop-up text
 - Corporate logo on scoreboard with 2 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens during event)
 - Company logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
 - Half page color ad prominently located in program
 - Corporate logo on invitation (*Aug 1st print deadline*)
 - Corporate logo on partner recognition page in program
 - **Signage:**
 - Corporate logo displayed:
 - At ancillary auction events
 - Opportunity to include promo item in swag bag
- **Event** attendance:
 - Acknowledgement during auction
 - 4 tickets with preferred seating

GOLD PARTNER - \$5,000 (5)

- **Media** advertising:
 - Social media presence
- **Digital** advertising:
 - Corporate logo displayed on auction site w/custom pop-up text
 - Corporate logo on scoreboard for 2 times as many impressions (guaranteed visibility for audience of 625+ on 3 large screens throughout event)
 - Corporate logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
 - Full page black & white ad prominently located in program
 - Corporate logo on partner recognition page in program
 - **Signage:**
 - Corporate logo displayed:
 - At ancillary auction events
 - Opportunity to include promo item in swag bag
- **Event** attendance:
 - Acknowledgement during auction
 - 4 tickets with preferred seating

SILVER PARTNER - \$3,000 (10)

- **Media** advertising:
 - Social media presence
- **Digital** advertising:
 - Corporate logo on scoreboard for 1 times as many impressions
 - Corporate logo on all 625+ guests' handheld device (auction night)
- **Print** advertising:
 - Half-page color ad prominently located in program
 - Corporate logo on partner recognition page in program
 - **Signage:**
 - Corporate logo displayed:
 - At ancillary auction events
 - Opportunity to include promo item in swag bag
- **Event** attendance:
 - 2 tickets with preferred seating

MAROON PARTNER - \$1,877 (Unlimited)

- Half-page black and white ad in program
- Corporate/individual name on partner recognition page in program
- 2 tickets with preferred seating

CUSTOM PARTNERSHIP OPPORTUNITIES

BAR PARTNER - \$ 5,000 (1)

- Signage at bar
- Full page black and white ad in program
- Corporate/individual name on partner recognition page in program
- Opportunity to include promo item in swag bag
- 4 tickets with preferred seating

INVITATION PARTNER - \$5,000 (1)

- Corporate/individual name or logo invitation and envelope
- Full page black and white ad in program
- Corporate/individual name on partner recognition page in program
- Opportunity to include promo item in swag bag
- 4 tickets with preferred seating

SWAG BAG PARTNER - \$4,000 (1)

- Company provided swag bags
- Half page black and white ad in program
- Corporate/individual name on partner recognition page in program
- Opportunity to include promo item in swag bag
- 2 tickets

AFTERGLOW PARTNER - \$3,500 (1)

- Signage in designated afterglow area
- Half page black and white ad in program
- Corporate/individual name on partner recognition page in program
- 2 tickets

VALET PARTNER - \$3,500 (1)

- Signage on school lot
- Corporate brochure or business card left in each vehicle
- Corporate/individual name on partner recognition page in program
- 2 tickets

BidPal Electronic Bidding Advertising

Our digital partner for this year's 48th Annual Auction is BidPal.

BidPal is the leading fundraising software company with over 20,000 fundraisers, helping causes raise more than \$1.5B and connecting with 1.5M donors annually. BidPal partnership presents a compelling opportunity for partners, as you are able to reach an audience of 625+ guests in a charitable state of mind.

This year's silent auction and a portion of the live auction will be all-electronic, allowing guests to bid from anywhere at any time using their personal iPhone or Android device, or from an iPad set up at a kiosk during the event.

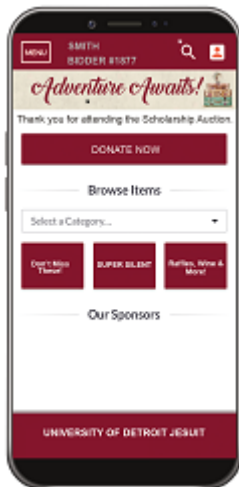
Logo on BidPal Scoreboard

BidPal Scoreboard provides a high visibility partnership opportunity.

- Your company logo appears on the three large screens at the event – throughout the silent auction and during dinner.
- Corporate logos on the scoreboard rotate, depending on the partnership level.

Time Left: 00:00:00				
Top 5 Silent Items				SUBURBAN The Suburban Collection
Item #	Item Name	Value	Current Bid	High Bidder
59	One Year Tuition at University of Detroit Mercy	\$28,000	\$19,000	363
70	One Week Vacation in Bozeman, Montana	\$1,800	\$2,700	268
60	House Blessing and Brunch with Fr. Ted Munz, S.J.	Priceless	\$2,250	400
61	Lovely Four Bedroom, Three Bath Home In Glen Arbor	\$3,000	\$2,100	295
5524	Black River Farm and Ranch Camp Session	\$2,240	\$1,825	388

Logo on BidPal Device



- Your logo appears on the BidPal home screen like the one shown. Logos rotate in 10-second increments throughout the silent auction. Each time your logo appears, it will capture the attention of bidders, bringing your logo front and center.
- With a **Title Partnership** guests may view a custom partner page. When a guest clicks on your logo on the home screen of the BidPal device, the guest is directed to the partner's website
- A **Premier or Platinum Partnership** offers a partner page including name, logo and more than **10,000 characters of text!** You can use this for promotional material, company background and services or for a special message regarding your involvement with the U of D Jesuit auction. The options are endless!