

2019  DFES

AUCTION & GALA

Dianne Feinstein Elementary School PTA
Attn: Auction Committee
2550 25th Ave.
San Francisco, CA 94116

A non-profit 501(c)(3) organization
Tax ID 71-1015710
School Phone: 415-615-8460
Email: dfes.auction@gmail.com (general)
Email: dfes.auction.give@gmail.com

Dear Friend of DFES:

This year we celebrate 13 years of auction fundraising success in support of Dianne Feinstein Elementary School. We are so proud of our school and our students. We invite you to share in our community investment so our wonderful school may continue to thrive and grow. ***Please consider donating an item for our 13th Annual Auction and Gala: gift certificates and products gladly accepted!***

The DFES PTA online auction will launch March 2, 2019, with an inclusive social event for our community – the Boogie Wonderland gala! Proceeds from the auction and gala support everything from yard supervision and a school nurse, to educational enrichment programs including experiential science and art enrichment, outdoor education, and literacy support. It also provides resources and materials for our dedicated teachers and staff so they can teach our children in the best learning environment possible. We expect 500+ auction participants and hope to raise \$40,000+!

The DFES community is committed to supporting the merchants who support us. We will:

- Promote your business to the families and friends of our 500+ students via the DFES school Newslion e-newsletter, our social media pages, and on posted signage
- Recognize you at our live gala – Boogie Wonderland
- Provide detailed information about your business on the Auction website – www.dfesauction.com – including your logo and a link to your website

Advertising and Sponsorship opportunities are also available! From only \$50 when you also donate an auction item, there are exciting opportunities to showcase your business at DFES, on social media, on our auction website, and at the gala. You can even sponsor activities at the event – a photo booth, the bar, games – and receive complimentary tickets to the gala. All the options are outlined on the **Ad/Sponsorship Form** enclosed.

Our goal is to receive all donations and sponsorships by February 22, 2019. We kindly request that gift certificates not expire until at least one year after the event (3/10/2020). Please see the included **Donor Form** for all of the details! Email dfes.auction.give@gmail.com or contact Alex Leong at 415-706-8181 for more information.

Thank you!

Donation Coordinators

Lily Leong and Alex Leong

DFES Auction and Gala 2019 Co-Chairs: Lily Chan, Stephanie Mates, Sonia Weiss, and Kim Wynkoop

AUCTION & GALA

AUCTION DONOR FORM

Gala Date: March 2, 2019

Online Auction Dates: March 2 – March 10, 2019

Donations Deadline: February 22, 2019

For Auction Committee Use

Item(s) # _____
ART F&D H&B SPORT FASH
MERCH: kids adults a&c house
DIG DFESEXP
CLA CAMP PROH&B PROSVC
SHOPOTH: f&d books a&c house
SHOPFASH ENTPA ENTACT
ENTMUS+ ENTF&D TRAV REST

Donor name (individual or business): _____

If business – authorized by: _____

Phone: _____ Email: _____

Address: _____

Website related to item donated: _____

Donor affiliation: Business providing product/service DFES community member (unrelated business)

Item(s) donated: _____

Description: _____

Retail value: _____ Restrictions for use, e.g., gift certificate expiration dates (please allow use through at least 3/10/2020): _____

Please deliver/mail items to DFES or contact dfes.auction.give@gmail.com for pickup.

DONOR PERKS

- ✓ ITEM LISTING AT WWW.DFESAUCTION.COM WITH YOUR LOGO, BUSINESS INFO & LINK TO YOUR WEBSITE
- ✓ SHOUT OUT ON SOCIAL MEDIA WITH YOUR LOGO AND WEBSITE URL
- ✓ NAME ON DONOR BOARD AT GALA, AT SCHOOL, AND IN THE NEWSLION E-NEWSLETTER
- ✓ SEE AD/SPONSORSHIP FORM FOR MORE WAYS TO STAND OUT (\$50 OFF ANY LEVEL FOR ITEM DONORS!)

Thank you for your support!

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Item Donated: _____ Retail Value: _____

Date: _____ Donation solicited by: DFES PTA Auction Committee

AUCTION & GALA

AUCTION AD/SPONSORSHIP FORM

Gala Date: March 2, 2019

Online Auction Dates: March 2 – March 10, 2019

Ad / Sponsorship Deadline: February 22, 2019

CHOOSE YOUR PACKAGE!

- Pkg 1 \$100
- Pkg 1 (Auction Item Donor) \$50
- Pkg 2 \$250
- Pkg 2 (Auction Item Donor) \$200
- Pkg 3 email dfes.auction@gmail.com to discuss options and pricing!

Advertiser / Sponsor name: _____

If business – authorized by: _____ Phone: _____

Address: _____

Website: _____ Email: _____

PACKAGE 1

- ✓ AD ON WWW.DFESAUCION.COM SPONSOR PAGE WITH LINK TO YOUR WEBSITE
- ✓ SHOUT OUT ON SOCIAL MEDIA WITH YOUR LOGO AND WEBSITE URL
- ✓ NAME ON SPONSOR BOARD AT GALA, AT SCHOOL, IN NEWSLION E-NEWSLETTER, AND MORE!

PACKAGE 2

- ✓ EVERYTHING IN PACKAGE 1 – PLUS:
- ✓ AD DISPLAYED IN A SCROLLING SIDE BAR ON WWW.DFESAUCION.COM HOME PAGE
- ✓ 8.5 X 11 AD POSTED AT GALA AND ON AUCTION BOARD AT SCHOOL

PACKAGE 3

- ✓ EVERYTHING IN PACKAGES 1 & 2 – PLUS:
- ✓ FEATURED AD ON WWW.DFESAUCION.COM HOME PAGE WITH LINK TO YOUR WEBSITE
- ✓ POSTER-SIZED AD AT GALA WITH **SPONSORED AREA** – PHOTO BOOTH, BAR, GAME, ETC.
- ✓ FOUR COMPLIMENTARY **GALA TICKETS** (A \$300 VALUE!)

\$50 OFF ANY PACKAGE FOR AUCTION ITEM DONORS!

1. **Send ad** as a .jpg, .jpeg, .png, or .gif file to dfes.auction@gmail.com (or send as .pdf and we will convert it for you). If you do not wish to submit an ad with your sponsorship, we will create a Thank You/Appreciation piece for you instead.
2. **Make payment** by check made out and delivered to DFES PTA or by card at www.dfesauction.com.

Thank you for your support!

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Ad/Sponsorship Amount: _____ Date: _____ Solicited by: DFES PTA Auction Committee