



Winter Festival Online Auction Sponsorship Information

Winter Festival is a joint fundraising effort between the PTOs at Cherry Brook Primary School and Canton Intermediate School, the auction is both PTO's largest annual fundraiser raising nearly \$30,000 last year. The auction occurs during the last two weeks of February and includes a wide variety of items including **gift cards, gift certificates, physical items, homemade cookies and cakes, tickets and admission passes**, and much more!

In addition to donating items and gift certificates towards the auction, local businesses and organizations are invited to consider **becoming an auction sponsor**. For a **\$125 tax deductible donation**, sponsors will have their logo featured on the Canton PTO's Bidding for Good auction site and by clicking on the logo, visitors will be linked directly to the sponsor's website. This is a wonderful opportunity to advertise with a captive audience of local families and support great local non-profits in the process!

The Bidding for Good website allows us to track statistics of your ad - the number of **impressions** (how many times your ad was shown) plus **click-throughs** (how many times a visitor clicked on your logo and was directed to your website). Each day the auction site has the potential to reach upwards of thousands of potential customers in the local area. On average, previous sponsors had their logo viewed on average **16,500 times** during the auction period – that's an average of over **1,175 views per day!**

Auction Runs: *Thursday, February 12th through Thursday, February 26th, 2015*

Sponsorship Deadline: *Friday, February 6th, 2015*

Online Auction Site: *www.BiddingforGood.com/cantonpto*

If you would like to become an auction sponsor, please complete, detach, and return the form below **by Friday, February 6th** to **Jen Rottkamp, CIS PTO, 39 Dyer Avenue, Canton, CT 06019**. If you have any questions please contact Jen Rottkamp at 860-421-5015. All donations are tax deductible.

2015 Winter Festival Online Auction Sponsor Donation Form

Name of business/organization: _____

Contact Name: _____

Contact email: _____ phone: (____) _____ - _____

Website address (for link): _____

Please email a jpeg of your logo to Jen Rottkamp at jrottkamp@yahoo.com.

Return form with \$125 check made out to the **CIS PTO** to
Jen Rottkamp, CIS PTO, 39 Dyer Avenue, Canton, CT 06019