

### Your Donation Supports

- More than 235 hours of children's programming each week
- Over 3.2 million viewers who engage in public TV monthly
- Educational workshops for childcare providers and parents
- Educational resource tool for parents & educators

Be A Part Of The Action!

# Action Auction

Sept. 8 — Sept. 11, 2021

### Popular Items To Donate To The Action Auction

- Sporting Event Tickets
- Restaurant Gift Cards
- Gift Certificates
- Gift Baskets
- Jewelry
- Unique Experiences
- Spa & Salon Packages
- Travel & Trip Packages
- Antiques & Memorabilia

Great low cost marketing opportunity for your business

# Donation Benefits

Donations are tax deductible up to the maximum amount allowed by law

### \$75 to \$499 Value\*

- ◇ Listing of and link to your business on [CETconnect.org/events](http://CETconnect.org/events) and [ThinkTV.org/auction](http://ThinkTV.org/auction)
- ◇ On-air promotion of your business and donation the night your item is auctioned

\* **Donations under \$75 may be combined with other items and donor will not be recognized on air**

### \$500 to \$999 Value\*

- ◇ Listing of and link to your business on [CETconnect.org/events](http://CETconnect.org/events) and [ThinkTV.org/auction](http://ThinkTV.org/auction)
- ◇ Professionally produced promotional spot of your company and item
- ◇ On-air promotion of your business and donation the night your item is auctioned

\* **Donation must be a singular item; multiple items sold as one unit or two identical items**

### \$1,000+ Value\*

- ◇ Listing of and link to your business on [CETconnect.org/events](http://CETconnect.org/events) and [ThinkTV.org/auction](http://ThinkTV.org/auction)
- ◇ Professionally produced promotional spot of your company and item
- ◇ On-air promotion of your business and donation the night your item is auctioned
- ◇ On-air preview of your donation at least one day before your item is auctioned including promotion of your business

\* **Donation must be a singular item; multiple items sold as one unit or two identical items**

To insure your item and link to company website is listed on [CETconnect.org/events](http://CETconnect.org/events) and [ThinkTV.org/auction](http://ThinkTV.org/auction), your donation **MUST** be received no later than **August 9, 2021**. The sooner we receive your donation, the more exposure/promotion you will receive!

## 2020 Auction Fun Facts

- ◇ More than **1,000 businesses** support the *Action Auction*
- ◇ Over **12,000 bids** were received
- ◇ More than **2,500 items** were donated to the auction
- ◇ More than **1,100** people registered as buyers
- ◇ Organic posts about the *Action Auction* reached more than **60,000** people on social media

**PUBLIC MEDIA CONNECT**

