

# **2010 GWA Lucky Dawg Auction**

Mark your calendars for **Friday, March 12, 2010** and plan to enjoy our Lucky Dawg Auction to benefit the Academy! To make this a successful event, we need YOU to help us by donating an item or being a sponsor!

If you're creative, you can participate by donating one of your creations for auction to the highest bidder. If you don't consider yourself to be creative in the arts, you can help by donating an item that you think will auction well. Donations such as a one week stay at your beach or mountain house are always hot items. Items such as autographed memorabilia and sporting event tickets are popular. Your professional services such as microdermabrasion, teeth whitening, tax preparation, etc. are a great way to advertise and also help raise funds for the Academy. Or please ask your family, friends, neighbors, or local businesses for auction items, artwork, crafts, services, etc.

## **Categories for the auction are:**

<b>Collectibles</b>	<b>For The Home</b>
<b>Garden Delights</b>	<b>Tots to Teens</b>
<b>Women's World</b>	<b>Men's Madness</b>
<b>The Attic</b>	<b>Arts and Crafts</b>

**This year we will again have our "Spin & Win" prize wheel. Last year it was a huge success with our young students! We need lots of fun items for contestants to win in this activity. If you wish to purchase something to donate for this, it will greatly increase the fun and help raise more money.**

If you choose to be a sponsor, your contribution will help offset promotional and staging costs while allowing you to advertise in pre-event publicity materials and onsite at the auction.

Please note that all gifts-in-kind and cash donations are tax-deductible. All proceeds benefit George Walton Academy.

Read on to find an Item Contribution Form and a Company Sponsorship Form that must be submitted to my office by February 5th.

Please call me if you have questions. I would love to talk to you about how you can be instrumental in making the 2010 Lucky Dawg Auction the best fundraiser ever!

Jeanie Beach  
Director of Development  
Phone: 770-207-5172 x 236 Fax: 770-267-4023  
[jbeach@gwa.com](mailto:jbeach@gwa.com)

**Item Donation Form**

***Requested minimum value of donation is \$25.***

**Item Description:**

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**Name of family or company donating the item as it should appear in the auction program:**

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**Contact person:**

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Phone/E-mail:

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Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Estimated fair market value: \$ \_\_\_\_\_

Suggested minimum bid: \$ \_\_\_\_\_

Delivery Arrangements:

\_\_\_\_ Item will be delivered to the Development Office on or before **February 19, 2010**.

\_\_\_\_ Item is large or perishable and will be delivered on **March 11, 2010**. Please contact me with delivery instructions.

\_\_\_\_ Please call me to make arrangements for pickup.

*To ensure your donation is listed in the auction program, we must have your donation pledge made no later than **February 5, 2010**.*

**Complete this form and mail to:**

**George Walton Academy  
Attn: Lucky Dawg Auction  
One Bulldog Drive  
Monroe, GA 30655**

# Auction Sponsorship Form

Your sponsorship helps offset promotion and production costs while giving you recognition for being a participant.

Sponsor Name:

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Telephone:

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E-mail:

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Address:

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City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\*Please attach a business card or e-mail a jpg file with artwork to [jbeach@gwa.com](mailto:jbeach@gwa.com).

Amount Enclosed: \_\_\_\_\_

Participation Levels:

\_\_\_\_ **Best in Show** **\$2,500**

Full color ad on the inside front cover (first come-first serve) of the auction program. A color banner displayed in auction area, prominent listing on event tee-shirt, dinner for 10 people at the event.

\_\_\_\_ **A Breed Apart** **\$1,000**

Full page ad in an interior page of the auction program, sponsorship sign in auction area, listing on event tee-shirt, dinner for 8 people at the event.

\_\_\_\_ **Pawsitively Fetching** **\$ 500**

Half page ad in auction program, sign in auction area, tee-shirt listing, dinner for 4 people at the event.

\_\_\_\_ **Man's Best Friend** **\$ 250**

Quarter page ad in auction program, sign in auction area, tee-shirt listing, dinner for 2 people at the event.

\*Auction Program is 5 1/2" wide x 8 1/2" tall. All advertisements are black and white except for Best in Show level. Please send advertisement artwork to scan or a jpg file to [jbeach@gwa.com](mailto:jbeach@gwa.com)  
Please make checks payable to George Walton Academy.

Print and mail this form to:

George Walton Academy  
Attn: Development Office  
One Bulldog Drive  
Monroe, GA 30655