



OFF TO THE RACES



Dear Friend,

And They're Off! Just like the Christian Brothers students who are off to school each day, we are off and running in preparation for our 2022 Auction! We are so thankful to be back and planning an in-person event on campus for the spring - March 19, 2022.

Our annual auction represents the Christian Brothers High School's largest fundraising event and proceeds provide need-based tuition assistance for our students, funds for new curriculum initiatives, and support for student-focused programs. **All funds raised through this auction directly benefit our students.**

This year, more than one-third of our student body will rely on tuition assistance in order to attend CBHS. And more than six percent of our students come from households at or below the federal poverty level. These talented and deserving kids simply would not be able to attend without our volunteer fundraising efforts and generous support from benefactors like you. Our goal is to raise \$100,000 through individual and corporate sponsorships to support these students. **Can you please help us reach that goal with a sponsorship of this year's auction?**

Enclosed you'll find sponsorship levels and advertising opportunities with the benefits offered for each. Your contribution to CBHS strengthens our school and continues our tradition of excellence in academics, athletics, arts, and service to others. Your commitment now helps us guarantee the success of this important fundraising effort and allows you to take advantage of a year-end tax deduction.

One of our volunteers will be contacting you in the coming weeks, but if you have any immediate questions, please feel free to contact Steve McLaughlin in the CBHS Office of Philanthropy & Alumni Engagement at 916-733-3643 or at smclaughlin@cbhs-sacramento.org.

On behalf of every student at Christian Brothers High School, thank you for your support and we look forward to hearing from you!

Colleen Curtin
Auction Co-Chair
Parent of Tom '22, Joey '25

Gina Ketcher
Auction Co-Chair
Parent of Clayton '21, Sam '22



Christian Brothers High School Auction

March 19, 2022

Opportunities for Support

OFF TO THE RACES



\$20,000 Presenting Platinum Sponsor

- Named as Presenting Sponsor in invitations, catalog, slideshow and other print material
- Industry Sponsor Exclusivity
- Auction catalog full back cover **upon request**
- Two first row tables for 10 at the Auction
- Premium Reserved parking at the Auction
- Concierge Check Out for All Sponsor Table Attendees
- Premium wine selection at your table & champagne welcome
- Membership in Christian Brothers Ambassadors Club
- Recognition as presenting sponsor on school website, Auction slide show and *Connection* magazine
- Opportunity for public address during the event, and guest auctioneer for one live item
- Dedicated social media highlights on Facebook, Instagram, and LinkedIn

\$10,000 Emerald Sponsor

- Named as Emerald Sponsor in invitations, catalog, slideshow and other print material
- Full-page color Ad in auction catalog inside cover **upon request**
- Two first row tables for 10 at the Auction
- Reserved parking at the Auction
- Premier seating at Auction with Concierge Check Out
- Premium wine selection at your table
- Membership in Christian Brothers Ambassadors Club
- Recognition as presenting sponsor on school website, Auction slide show and *Connection* magazine

\$5,000 Diamond Sponsor

- Half-page Ad in auction catalog **upon request**
- Reserved first row table for 10 at Auction
- Reserved parking at the Auction
- Membership in Christian Brothers Ambassadors' Club
- Acknowledgment on school website, Auction slide show and *Connection* magazine



Christian Brothers High School Auction

March 19, 2022

Opportunities for Support

OFF TO THE RACES



\$2,500 Gold Sponsor

- Quarter-page Ad in auction catalog **upon request**
- Six tickets to Auction
- Reserved parking at the Auction
- Membership in Christian Brothers Ambassadors' Club
- Acknowledgment on school website, Auction slide show and *Connection* magazine

\$1,000 Silver Sponsor

- Acknowledgment in auction catalog
- Four tickets to the Auction
- Acknowledgment on school website, Auction slide show and *Connection* magazine

\$500 Bronze Sponsor

- Acknowledgment in auction catalog
- Two tickets to the Auction
- Acknowledgment on school website Auction slide show and *Connection* magazine

Advertisements in Auction Program

- Artwork may be submitted by donor or generated in house by Philanthropy staff
 - *Dimensions, Deadlines, and Requirements applicable per printing & design contractor*
- Full page advertisement: \$1,000
- 1/2 page advertisement: \$600
- 1/4 page advertisement: \$400
- Acknowledgment on school website, Auction slide show and *Connection* magazine

General Event Support

- All gifts, regardless of size, are appreciated and make a difference.
- Gifts of \$100 or more receive acknowledgment on school website and *Connection* magazine
- Donor anonymity is available upon request.



Christian Brothers High School Auction

March 19, 2022

Sponsorship Commitment Form



SPONSORSHIP OPPORTUNITIES

- * \$20,000 Platinum Sponsor
- * \$10,000 Emerald Sponsor
- * \$5,000 Diamond Sponsor
- * \$2,500 Gold Sponsor
- * \$1,000 Silver Sponsor
- * \$500 Bronze Sponsor

UNDERWRITING OPPORTUNITIES

- * \$2,500 Bar/Signature Cocktail
- * \$2,500 Live Auction Paddle
- * \$2,000 Mobile Bidding (3 Available)
- * \$1,000 Photo Spot

PROGRAM ADVERTISEMENTS

- * \$1,000 Full Page Ad
- * \$600 Half Page Ad
- * \$400 Quarter Page Ad
- * \$250 Business Card

Sponsor/Underwriting/Advertising Level: _____

Name: _____ Email: _____ Phone: _____

Company: _____ Company Address: _____

Business, individual, or family name you wish printed for recognition: _____

Payment: _____ Check made payable to CBHS is enclosed

_____ Visa or MasterCard # _____

Exp. Date: _____ 3 digit-code: _____

Cardholder Name: _____

Billing Address (if different than above): _____

City _____ State: _____ Zip: _____

Dinner (if included): _____ I plan to use _____ (no.) meals. _____ I am donating my seats/meals to CBHS.

**** Please return completed form and detailed information by February 1, 2022 to ensure inclusion in program. ****

Ad Space:

_____ I am donating my space to CBHS

_____ I am planning to use my Ad space

_____ I am sending camera ready Ad

- (jpeg or tiff) electronically to smclaughlin@cbhs-sacramento.org

Send completed form and artwork to:

Christian Brothers High School Auction

4315 Martin Luther King, Jr. Blvd.

Sacramento, CA 95820

Phone: 916-733-3647

Email: smclaughlin@cbhs-sacramento.org