



# 2017 SILENT AUCTION

AUGUST 25 – AUGUST 29, 2017, SYTA ANNUAL CONFERENCE

Supporting the SYTA Youth Foundation is one of the best ways you can invest in your business, our industry and community. Your support of the Foundation has enabled us to award over \$936,000 in cash scholarships to deserving students in need. Thank you for helping us *Make Student & Youth Travel Reality.*

Every item donated will bring us one step closer to fulfilling another students dream through the gift of travel.

<b>Auction Item Donation Form</b>							
<b>Donor Name:</b> _____ <b>Company to be listed:</b> _____							
<b>Address:</b> _____							
<b>City:</b> _____ <b>State/Province:</b> _____ <b>Zip:</b> _____							
<b>Phone:</b> _____ <b>Fax:</b> _____ <b>Email:</b> _____							
<b>Company Website(s) to be listed:</b> _____							
<b>Contact Information for Redemption or Follow-Up:</b>							
<b>Name:</b> _____ <b>Company:</b> _____							
<b>Phone:</b> _____ <b>Fax:</b> _____ <b>Email:</b> _____							
<b>Title of Donation for Publication:</b> _____							
<b>Donation Description: Help us sell your item!</b> Description must be written by the donor organization(s) – can also attach description in word doc							
<b>Restrictions/Special Instructions:</b> Please state any limitations, blackout dates, deadlines, advance notices, expiration dates, diminishing value of item, or other special requirements.	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Retail Value:</b></td> <td style="padding: 5px;">\$ _____</td> </tr> <tr> <td style="padding: 5px;"><b>Estimated shipping</b></td> <td style="padding: 5px;">\$ _____</td> </tr> <tr> <td style="padding: 5px;"><b>TOTAL:</b></td> <td style="padding: 5px;">\$ _____</td> </tr> </table>	<b>Retail Value:</b>	\$ _____	<b>Estimated shipping</b>	\$ _____	<b>TOTAL:</b>	\$ _____
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<b>Estimated shipping</b>	\$ _____						
<b>TOTAL:</b>	\$ _____						
<input type="checkbox"/> I have included a separate attachment of the company logo and/or the image to send to <a href="mailto:bgoesch@mmgevents.com">bgoesch@mmgevents.com</a> upon submitting this form. Images can't be more than 1MB and must be in jpeg, png, or gif format - preferred size is 200x200 pixels. Imbedded images will not be accepted.							
<input type="checkbox"/> Permission is granted to use donation next year if not sold this year.							

**IMPORTANT: Please do NOT ship package items to SYTA's office or to the Annual Conference unless instructed otherwise.** This is an online auction and all items will be shipped directly to the winning bidder. You will be notified when the winning bidder is determined and will receive instructions post conference. SYTA/SYTA Youth Foundation will not be responsible for damaged/missing auction donations.

The SYTA Youth Foundation is a 501(c) 3 non-profit organization. You will receive a letter acknowledging your donation and recognition for your contribution.

**Signature of Donor:** \_\_\_\_\_ **Date:** \_\_\_\_\_

SYTA YOUTH FOUNDATION WEBSITE: [WWW.SYTAYOUTHFOUNDATION.ORG](http://WWW.SYTAYOUTHFOUNDATION.ORG)  
 2017 SYTA ANNUAL CONFERENCE WEBSITE: [HTTP://SYTAEVENTS.ORG/CONFERENCE2017/](http://SYTAEVENTS.ORG/CONFERENCE2017/)

Please return completed form to: Bergen Goesch, 8400 Westpark Drive, Second Floor, McLean, VA 22102;  
 e-mail: [bgoesch@mmgevents.com](mailto:bgoesch@mmgevents.com); fax: 703-610-0203

## Silent Auction Overview

SYTA's mission is to promote the common business interests of those engaged in promoting, selling, and providing travel experiences for students and youth in order to enhance their social, cultural and educational growth. SYTA is the only association dedicated to the **group** student and youth travel market and is recognized as the authority on student and youth travel. SYTA members are responsible for moving three million students a year and purchasing millions of dollars of products and services.

The SYTA Youth Foundation (SYF), the sister organization to SYTA, provides students and youth financial resources and programming through travel experiences that changes their lives.

The SYTA Youth Foundation Silent Auction gives you the opportunity to build brand awareness, solidify relationships and maximize exposure to the student and youth travel community. The SYF Silent Auction is marketed to the entire SYTA and SYF community (members and donors) whether they are attending annual conference or bidding from home.

### Sponsor Services

Upon receipt of sponsorship agreement, sponsor will receive a confirmation letter and sponsor packet within ten business days that will include: invoice and payment information, sponsor complimentary registration form, contact for marketing and logo information, and exhibitor kit. A dedicated sponsorship service staff person will be assigned to facilitate your sponsorship.

### 2017 SYTA Youth Foundation Silent Auction Level Benefits:

#### Platinum (\$10,000+)

- Company logo, link and description on Silent Auction website
- Company logo on landing page on Silent Auction Website
- Company logo recognition in Silent Auction marketing in SYF and annual conference newsletters, emails to members, donors and attendees
- Company logo in Silent Auction ad in annual conference program and website
- Company logo in SYF Luncheon ppt and program
- Company logo in onsite signage
- Two invitations to the Patron's Reception
- One piece of sales collateral in registration bags for Tour Operators
- Year round logo recognition on SYF website
- Company logo/listing on signing acknowledging sponsorship at the luncheon
- Company logo/listing in the Silent Auction section of the annual program and annual report
- Company logo/listing on the Silent Auction page of the Conference website
- Company name/listing on pre-conference delegate mailings regarding silent auction
- Donor/Sponsor ribbon for all delegates to wear on badge

#### Gold (\$5,000+)

- Company logo, link and description on Silent Auction website
- Company recognition in Silent Auction marketing in SYF and annual conference newsletters, emails to members, donors and attendees
- Company logo in Silent Auction ad in annual conference program and website
- Company recognition in SYF Luncheon ppt and program
- Company logo in onsite signage

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- One invitation to the Patron's Reception
- One piece of sales collateral in registration bags for Tour Operators
- Year round logo recognition on SYF website
- Company logo/listing on signing acknowledging sponsorship at the luncheon
- Company logo/listing in the Silent Auction section of the annual program and annual report
- Company logo/listing on the Silent Auction page of the Conference website
- Company name/listing on pre-conference delegate mailings regarding silent auction
- Donor/Sponsor ribbon for all delegates to wear on badge

#### **Silver (\$3,500+)**

- Company logo, link and description on Silent Auction website
- Company listing in Silent Auction marketing in SYF and annual conference newsletters, emails to members, donors and attendees
- Company logo in Silent Auction ad in annual conference program and website
- Company recognition in SYF Luncheon ppt and program
- Company logo in onsite signage
- One invitation to the Patron's Reception
- Year round listing recognition on SYF website
- Company logo/listing on signing acknowledging sponsorship at the luncheon
- Company logo/listing in the Silent Auction section of the annual program and annual report
- Company logo/listing on the Silent Auction page of the Conference website
- Company name/listing on pre-conference delegate mailings regarding silent auction
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#### **Bronze (\$1,500+)**

- Company logo, link and description on Silent Auction website
- Company listing in all Silent Auction marketing in SYF and annual conference newsletters, emails to members, donors and attendees
- Company listing in Silent Auction ad in annual conference program and website
- Company listing in SYF Luncheon ppt and program
- Company listing in onsite signage
- One invitation to the Patron's Reception
- Year round listing recognition on SYF website
- Company listing on signing acknowledging sponsorship at the luncheon
- Company listing in the Silent Auction section of the annual program and annual report
- Company listing on the Silent Auction page of the Conference website
- Donor/Sponsor ribbon for all delegates to wear on badge

#### **Star (\$1,000+)**

- Company logo and description on Silent Auction website
- Company listing in all Silent Auction marketing in SYF and annual conference newsletters, emails to members, donors and attendees
- Company listing in SYF Luncheon ppt and program
- Year round listing recognition on SYF website
- Donor/Sponsor ribbon for all delegates to wear on badge

#### **Fan (\$250+)**

- Company logo and description on Silent Auction website
- Company listing in SYF Luncheon ppt
- Donor/Sponsor ribbon for all delegates to wear on badge

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