



## WHY DONATE TO THE WTVP AUCTION?

**Get Your Name Out!** Choose merchandise and certificates that best represents your business and grabs the attention of an audience eager to buy.

**Reach New Customers!** Over 1,500,000 viewers throughout Central Illinois watch WTVP. The WTVP website averages more than 100,000 visitors and 275,000 page-views per month.

### Make a Powerful Connection to the Community!

Make the Auction part of your marketing and community relations plan. Each donation makes a difference and helps to fund quality programs that engage minds, connect communities and celebrate Central Illinois.

Visit [www.wtvp.org/auction](http://www.wtvp.org/auction) for full details, benefits and more information.

## WHAT TO DONATE TO THE WTVP AUCTION?

### Popular Items with Auction Bidders

Restaurants / Dining - Jewelry - Unique Experiences - Travel & Trips - Spa Packages - Sporting Equipment - Electronics  
Sporting Goods - Event Tickets - Shopping - Appliances - Furniture - Garden & Landscaping

**WTVP cannot accept live animals, firearms (except antiques), hard liquor (certificates acceptable), Buy One-Get One offers, and % Off Certificates**

## HOW ARE YOU RECOGNIZED?

### GENERAL MERCHANDISE – VALUED EACH AT \$50\* - \$499

- Item displayed on LIVE television
- On-air promotion of your business and merchandise description (Two mentions for merchandised valued \$150-\$499)

Have multiple identical items? Ask about our **GAVEL BREAKER (10-20 items)** and **MULTIPLES (2-5 items)** promotions.

### MAJOR GIFTS – VALUED EACH OVER \$500

- Full on-air scripts, including item descriptions, donor and location
- Recognition in the WTVP Program Guide distributed to over 5,000 members and viewers (For inclusion in the April program guide, donation information must be received no later than March 4.)
- Auction website with photo and logo, and a direct link to your site

**Single donations valued at \$500-\$999, TONIGHT BOARD level, receive:**

- On-air showings of your donation and promotions of your business throughout one (1) entire evening of the LIVE Auction

**Single donations valued at \$1,000 or more, BIG BOARD level, receive:**

- Customized video produced (featuring your donation) by WTVP from your marketing materials to be aired prior to and during the televised Auction.

**SPECIAL PROMOTIONS** - Opportunities are available for **VIP Donors, Art, Antiques/Collectibles, Four Star Donors, Gavel Breakers, Online and Multiple Item** donations.

**ONLINE AUCTION ITEMS** – Don't forget to include an item for our online auction and increase your visibility and promotion to more potential customers!

**SPONSORSHIPS** – Don't have merchandise, services or gift cards to donate? You can still gain valuable exposure and support by sponsoring an item, donating a cash contribution or underwriting a board or night of the WTVP Auction! Request more information at [auction@wtvp.org](mailto:auction@wtvp.org).

## HOW YOU HELP!

*Engaging...Enhancing...Inspiring!*

Your Auction donation supports...

Quality programming on all three WTVP Channels - Early Childhood Education - PBS Learning Media

WTVP Local Productions: *At Issue - Consider This - State & Water*

WTVP Documentaries: *The Sinking of the Columbia - Illinois River Documentaries – Peoria Players at 100 Years*

Remember the WTVP Auction is a great low-cost marketing opportunity for your business to reach the Central Illinois region. WTVP is a 501(c)3, so donations are tax-deductible to the fullest extent allowed by law. Optimize your business promotion, call or email with your donation TODAY!

**\* Donations under \$50 may be combined with other items for on-air or sold in another off-air auction. ALL ITEMS BECOME THE PROPERTY OF WTVP.**

WTVP AUCTION

Call: 309-495-0547 Email: [auction@wtvp.org](mailto:auction@wtvp.org) Deliver: 101 State Street, Peoria IL 61602