



The Shuswap TRAIL ALLIANCE

P.O. Box 1531, Salmon Arm, BC V1E 4P6, Phone: 250-832-0102 • www.shuswaptrailalliance.com

Auction Sponsorship Invitation for the 2021 Shuswap Trails Deep Winter Lockdown Online Silent Auction

The Shuswap Trail Alliance would like to thank all those that have contributed to the auction in the past and invite you to **join in this year** to make our trails even greater by making a monetary donation or by donating auction items. Please consider **monetary donations** as this provides the most return with 100% of all donations directly developing, improving, building trails for everyone to use. Plus all monetary donations over \$20 receive a charitable tax receipt.

Monetary donations to the Shuswap Hut & Trail Alliance Society can be mailed to: PO Box 1531, Salmon Arm, BC V1E 4P6

E-transfers can be directed admin@shuswaptrails.com (please put 'Auction2021' in e-transfer notes)

Physical silent auction donations can be dropped off at: Shuswap Clothing & Shoe Co (330 Alexander St NE, Salmon Arm)

About the Online Silent Auction Event...

It runs for three weeks: February 5th to February 28th, 2021

We will be partnering with Trellis.org using their state of the art online event platform, including:

- Silent Auction from amazing sponsors with awesome items to bid on*
- Enhanced opportunities to feature local businesses through photo, message, and web links*
- 50/50 Draw, Raffle and Wine Pull*
- Shuswap Trail Features and Photos*
- Fun, did we mention we think this will still be a load of fun too!!!*

Why we do this?

- To celebrate outstanding trail achievements throughout the Shuswap last year
- To inspire new support for 2021 projects, partnerships, and community trail stewards
- To create positive community wide media attention and publicly recognize sponsors

Who will be there you ask?

- A select Shuswap-wide and beyond attendance of over 450 1000+ business and community leaders along with anyone that wants to take part in an important community event. (We are going big during the lock down and pushing this online as far and wide as our supporters and partners can send it!)

BENEFITS & SPONSORSHIP LEVELS	PLATINUM \$1000 +	GOLD \$999-\$500	SILVER \$499-\$250	BRONZE \$249-\$100*
Name inclusion in pre-event media release (regional news and radio).	✓			
Feature acknowledgment during event	✓	✓		
Company logos on event sponsor online poster (sized according to tier)	✓ 1 st tier Large Logo	✓ 2 nd tier Medium Logo	✓ 3 rd tier Small Logo	
Name listing on sponsor online poster	✓	✓	✓	✓
Inclusion in post-event thank you	✓	✓	✓	✓

*contributions under \$100 will be listed on the event poster.

**Phone Sylvia McMahan (250) 832-3435
or email at auction@shuswaptrails.com**

Deadline for contributions is Friday, January 29, 2021.

Thank you for your support!