Auction Committee Job Description

Overview

The National Cherry Blossom Festival is looking for energetic, motivated, and spirited individuals for its 2017 Auction Committee. Individuals who join this team will play a crucial role in procuring the support that makes the nation's greatest springtime celebration possible. Committee members secure sought-after donations for our silent and online auctions, **which raise crucial funds for the Festival**, allowing it to continue its mission of providing exciting events and community engagement opportunities that are **primarily free and open to the public**, as well as continuing the spirit of international friendship that is symbolized in the gift of trees. Formal recognition and incentives are provided to those individuals who meet or surpass item quantity, quality, and value thresholds.

Basic Commitment Level

Donation Requirements:
(General Guidelines)

Bring in at least ten items, worth $75 or more each
AND
Bring in at least five items, worth $100 or more each
AND
Bring in at least two items, worth $200 or more each

Standard Incentives:

- Name in Auction Catalog *(provided to all Pink Tie Party guests)*
- Name in Pink Tie Party Program *(provided to all Pink Tie Party guests)*
- Name on official auction website (501 Auctions) *(viewed by hundreds of guests and bidders)*
- Two VIP Parade tickets *(not available to the public)*
- Two VIP Opening Ceremony tickets *(not available to the public)*
- Two entries into a raffle drawing for two VIP Pink Tie Party tickets *(valued at $600)*
- One guest at an exclusive, post-Festival, "Thank You" event *(not open to the public)*

All contributions support the mission of National Cherry Blossom Festival. If you are unable to reach the basic commitment level, but successfully solicit at least $100 worth of donations, you will receive an official commemorative 2017 National Cherry Blossom Festival poster.

If you are interested in supporting the National Cherry Blossom Festival as a Corporate Auction Committee Member, please email Nicole Breslin-Romano, Business Manager, at nbreslinromano@ncbfdc.org, for additional details, requested commitment levels, and exciting, customizable incentives.

Additional Incentives

Level One

Donation Requirements:
(General Guidelines)

Bring in at least 15 items, worth $75 or more each
AND
Bring in at least ten items, worth $100 or more each
AND
Bring in at least five items, worth $200 or more each
AND
Bring in at least one item, worth $500 or more each

Incentives:

- Name in Auction Catalog *(provided to all Pink Tie Party guests)*
- Name in Pink Tie Party Program *(provided to all Pink Tie Party guests)*
- Name on official auction website (501 Auctions) *(viewed by hundreds of guests and bidders)*
- Four VIP Parade tickets *(not available to the public)*
- Four VIP Opening Ceremony tickets *(not available to the public)*
- Two General Pink Tie Party Tickets *(valued at $450)*
- Two guests at an exclusive, post-Festival, "Thank You" event *(not open to the public)*

Level Two

Donation Requirements:
(General Guidelines)

Bring in at least 30 items, worth $75 or more each
AND
Bring in at least 15 items, worth $100 or more each
AND
Bring in at least ten items, worth $200 or more each
AND
Bring in at least five items, worth $500 or more each

Incentives:

- Name in Auction Catalog *(provided to all Pink Tie Party guests)*
- Name in Pink Tie Party Program *(provided to all Pink Tie Party guests)*
- Name on official auction website (501 Auctions) *(viewed by hundreds of guests and bidders)*
- Four VIP Parade tickets *(not available to the public)*
- Four VIP Opening Ceremony tickets *(not available to the public)*
- Two VIP Pink Tie Party Tickets *(valued at $600)*
- Two guests at an exclusive, post-Festival, "Thank You" event *(not open to the public)*
- One official National Cherry Blossom Festival merchandise package *(valued at $150)*

Assistance from the Festival

Ongoing support will be provided by Festival staff to all Auction Committee members in the following areas. Members are encouraged to ask for any support needed to fulfill their commitments.

- Administrative
  - Drafting, addressing, and mailing donation request letters
  - Drafting, addressing, and mailing thank you letters
  - Drafting, addressing, and mailing tax receipts
  - Preparing and entering donations into auction management software
  - Assisting with additional administrative tasks, as deemed appropriate

- Marketing
  - Designing and printing donation solicitation materials
  - Preparing assorted scripts for phone, email, and hard copy donation solicitation requests
  - Assisting with additional collateral, scripting, or other general marketing needs, as deemed appropriate

Application Instructions

Please complete the application and submit to Nicole Breslin-Romano, National Cherry Blossom Festival's Business Manager, at nbreslinromano@ncbfdc.org. Qualified applicants will be notified of their acceptance into the Committee and advised of next steps for receiving marketing collateral and other resources to assist with the solicitation process.