

CIM AUCTION

DONATION PROMOTION CAMPAIGN



PROMOTION	ALL DONORS	DONORS GIVING OVER \$40,000	DONORS GIVING OVER \$100,000
Company name, link to company website and description of donated item listed on the CIM Auction website during auction promotion.	✓	✓	✓
Auction item recognized on CIM social media at least once before the auction.	✓	✓	✓
Company name and donated item listed on at least one press release before the auction.	✓	✓	✓
Company name and donated item listed on at least one electronic newsletter blast before the auction.	✓	✓	✓
Company name and donated item listed on printed and electronic flyer distributed on-site at World of Concrete at registration counters, in the CIM booth and on the bus routes on auction day (<i>donation details must be received by December 1st to be included</i>).	✓	✓	✓
Exhibiting donors will receive a "proud donor" placard to place in their booth during the show, and electronic "proud donor" files to use on their website and social media.	✓	✓	✓
One custom social media graphic, sized for Instagram, LinkedIn, Facebook and X, which includes the company logo, image of the donated item, and CIM Auction logo.		✓	✓
Company name, logo and donated item image and description listed on one electronic newsletter dedicated to your donation only.		✓	✓
Company logo included on CIM Auction signage displayed at World of Concrete (<i>donation details must be received by November 15th to be included</i>).		✓	✓
Company logo, image and description of donated item listed as Featured Item in CIM Auction electronic newsletters.			✓
Company logo, image and description of donated item listed as Featured Item in CIM Auction social media posts.			✓
Company name, logo and donated item image and description listed on at least one press release dedicated to your donation only.			✓
8" x 10" sell sheet and/or postcard with company name, logo, image and detailed description of donated item posted on the auction website and distributed via CIM students during World of Concrete (<i>donation details must be received by November 15th to be included</i>).			✓
Featured item social media graphics for donor use on their social media.			✓
Company logo, image of donated item and description included on CIM Auction signage displayed at World of Concrete (<i>donation details must be received by November 15th to be included</i>).			✓

Note: The National Steering Committee for Concrete Industry Management is a 501(c) 3 charitable organization. Therefore, when you receive no goods or services in return for a donation, that donation is fully tax-deductible up to the donation's fair market value.