

  
**giveadamn**  
THE GREAT **KIWI** ONLINE AUCTION



# AUCTION DONOR PROPOSAL

*Together we can make a difference!*



PROPOSAL

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## The Great Kiwi Online Auction

*SUPPORTING KIWI CHARITIES, LOCAL BUSINESSES & DOMESTIC TOURISM.  
TOGETHER WE CAN MAKE A DIFFERENCE!*

**giveadamn** is on a mission to raise a significant amount of money for 25 kiwi charities which in turn will support domestic tourism and hundreds, if not thousands, of local businesses - all in desperate need since the advent of COVID-19.

**giveadamn** will feature a high-profile, large-scale, nationwide, online charity auction.

Businesses from around the regions will provide auction items in return for brand awareness and sales leads.

Auction items (products, services and experiences) will range from budget to luxury and include memorabilia and money-can't-buy experiences. All items will be approved by **giveadamn** and the 25 charities to ensure quality control.

Auction Donors can nominate which of the 25 charities they wish to support. Bidders can search items by *Charity, Category, Region, Town* and/or *Price Point*.

With celebrity endorsements, key sponsors, awesome auction items and extensive marketing, we can all make a difference!

### CHARITIES



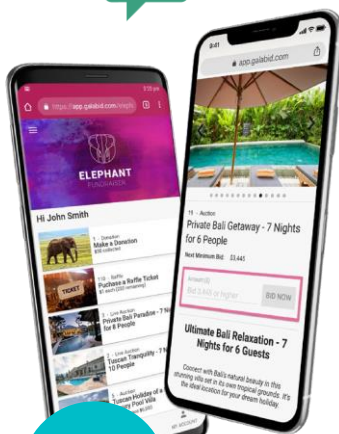
### PROPOSAL

## giveadamn Overview

- High-profile, nationwide fundraising campaign to support 25 kiwi charities, local businesses and domestic tourism via a large-scale online auction.
- Celebrities and high-profile business leaders from New Zealand’s sporting, film, media, music and business sectors will endorse the campaign, provide an item for the auction, and market the auction to their social media networks.
- **Auction Items**
  - Sourced via shoutouts by sponsors and partners to their members & clients, the 25 charities, and the **giveadamn** team.
  - Mix of items covering a broad range of price points to appeal to every budget
  - Sold via [GalaBid](#) – New Zealand’s #1 online fundraising platform (provided FOC)
- **Sponsors & Partners** (see the full list on our website)



- Charities will receive 90% of net auction proceeds and 100% of net online donations.



Click image for more information

### GalaBid

Online fundraising made simple!

- Online bidding, donations and purchases using your smartphone, computer or tablet
- SMS alerts
- Easy online payments

### Demo Auctions

- [Elephant](#)
- [Ocean](#)

### Previous Auctions (produced by Cathy Taylor)

- [An Evening with Sir Richard Branson](#)
- [An Evening with Richie McCaw & Dan Carter](#)

## Auction Donor Benefits

Your donated products, services or experiences will be promoted and auctioned on the **giveadamn** online auction website for 8 days (Monday 2 November - Monday 9 November) via your unique website page featuring your:

- Item description
- Logo
- Photos (unlimited number!)
- Website address (hyperlinked)
- Video

View examples below:

- [Product](#)
- [Getaway](#)
- [Experience](#)

### This will provide your brand with:

- A feel good PR / brand alignment opportunity with the **giveadamn** charities, ambassadors and major sponsors
- Nationwide brand recognition via the **giveadamn** marketing campaign
- Opportunity to promote your auction item to your own networks using official campaign branding
- Trickle down marketing and cross promotion opportunities from fellow donors, sponsors, charities and celebrity ambassadors marketing the auction to their own networks, databases and social media followers
- Inbound website links to your items, supporting your website SEO

**PLUS**, you'll receive your bidsheet after the event enabling you to do follow sales to your underbidders or add to your mailing list for future contact

**SO:** Jump on board! Help us help others, while we also help YOU.

*Everyone needs a hand right now, so reach out and 'give a damn'.*

## giveadamn Team



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