



www.BiddingForGood.com/thecanoetraileauktion

Auction 2011: November 2 – December 1



Paddling.net is our lead auction sponsor! With 294,000 unique visitors to their site each month, and weekly newsletters to 94,000 subscribers, this is a partnership that provides considerable exposure for donors and sponsors!



The Northern Forest Canoe Trail (NFCT) 2011 Online Auction Fact Sheet

Sponsors and donors of items for the 7th Annual NFCT Online Auction will provide valuable support to the mission and programs of the nation's premier inland water trail. There are also numerous direct benefits to sponsors and donors:

Auction Sponsor Benefits:

- ❖ Link and logo on every auction e-mail and on the auction page.
- ❖ Exposure to bidders with an already established affinity for paddling, as well as related products and programs.
- ❖ With **Paddling.net** as our lead sponsor your item will be viewed by their 294,000 unique visitors and 94,000 subscribers.
- ❖ Mention in any press releases and announcements of the auction.
- ❖ Tax deduction for the dollar value of your sponsorship.

Auction Donor Benefits:

- ❖ Direct link and product image for items placed in the auction.
- ❖ Featured items will be e-mailed to our list of more than 2,000 potential bidders, circulated to broader lists, and some items will be highlighted in press releases.
- ❖ Tax deduction for the market value of donated items.

Northern Forest Canoe Trail
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Donate or become a sponsor (or both) by October 1, 2011

- ❖ Sponsors make a cash donation of \$500 directly to the Northern Forest Canoe Trail or donate auction product with a retail value of \$2000 or more.
- ❖ Both sponsors and donors can enter logo, product and other relevant information online through the auction page. Go to: www.BiddingForGood.com/thecanoetrailauction. You will be asked to register, and then you will have the opportunity to upload the necessary information – we will be alerted via e-mail when you have done this, and can post your information immediately.
- ❖ You can also provide your information directly to us via e-mail. Contact: kevin@NorthernForestCanoeTrail.org

