Spring Night Benefit Auction

Item Donation Sponsorship Opportunities

Thank you for your interest in making a donation to the 2016 San Francisco Waldorf School Spring Night Benefit Auction. Spring Night is one of the primary fundraisers for our school, helping to provide an exceptional education to four hundred seventy students from nursery through twelfth grade.

Spring Night is a community event. Most of our families and many in our extended community of grandparents, alumni and alumni parents attend the event and participate in the Online Auction, making this an excellent opportunity to showcase your product and generosity. SFWS is a 501c(3) nonprofit organization, so your donation is fully tax deductible. Our federal ID number is 94-2538587.

If you would like to support us through a donation to this year's event, please fill out the enclosed donation form or go to our website at www.sfwaldorf.org/donations. If you are interested in donating high value items or experiences, please contact Seraph White, our Advancement Associate, at (415) 875-7212 or swhite@sfwaldorf.org and she can facilitate the donation.

At San Francisco Waldorf School, academic excellence, social responsibility, and the recognition of each student's gifts are our guiding educational ideals. To learn more about the school and how supporting it might align with your institution's values, please visit our website www.sfwaldorf.org.

Thank you for the generous support which enables us to continue our service to our students and families—and thank you for being a part of our community!

Sincerely,

Mitch Mitchell
Advancement Director

About Spring Night Benefit Auction

Spring Night is San Francisco Waldorf School's annual auction and gala that raises $250,000 in funds for the school. The event attracts over 350 parents, teachers and alumni; 600 sponsors and prize donors; and reaches more than 3,500 people. This year's event will be on Saturday, March 12 at the fabulous downtown Terra Gallery, 511 Harrison Street. The format is gala-like with a seated dinner presentation and an inspiring program about our beloved school.

Our theme for 2016 is Belle Époque — an era defined by economic prosperity, industrialization, and scientific and cultural innovations. This was a time when art & design flourished and many human rights campaigns came to the forefront; social class lines blurred and people from all walks of life came together. We will recreate our own Moulin Rouge with a dinner and program where we can all be together in festive attire to celebrate our school in artistic and exuberant style!

Auction Opportunities

Spring Night contains three auction opportunities to showcase your product: the Online Auction; the Silent Auction; and the Live Auction.

Online Auction

The Online Auction will open Wednesday, March 2 at 10am and will close Thursday, March 17 at 10pm. The items on the Online Auction are generally gift certificates, vacation stays, and a variety of services that have been offered by the community. Each online auction item has a dedicated page complete with hyperlinks and multiple photos. We also carry a robust email and social media campaign to generate interest in the items. Attendance at the Spring Night gala is not needed to participate in the online auction, allowing for a larger reach..

Silent Auction

The Silent Auction takes place from 6:00 – 7:30 pm during the Spring Night Auction Party. The items at the Silent Auction are primarily beautiful pieces of art, homemade crafts, clothing, jewelry, and other extra special tangible items. Item inclusion in the Silent Auction is at the discretion of the Spring Night Committee..

Live Auction

The Live Auction is the second half of the Spring Night Auction Party. It features high-impact Class Projects made by our community and select high-value items and experiences. The Live Auction is followed by Fund-A-Need where the community generously donates to particular needs determined by the school. The Live Auction generates the majority of the fundraising revenues from Spring Night.

Important Dates

Monday, February 29 - Donations due, along with all photos, artwork, and descriptions
Wednesday, March 2 - Online Auction opens at 10am
Friday, March 4 - RSVP's for the Spring Night gala due.
Saturday, March 12 - Spring Night Benefit Auction
Thursday, March 17 - Online Auction closes at 10pm
Monday, March 21 - Thank you email to extended community

About San Francisco Waldorf School

San Francisco Waldorf School is an independent college preparatory school in San Francisco serving 470 children from nursery through grade twelve. Its educational philospophy is based in the Waldorf method, a movement of over 1,000 schools worldwide.

Waldorf education fosters students' intellectual, social, and emotional growth as they pass through distinct stages of development, from childhood to adulthood. Creative play in the early years is followed by arts-infused academic learning in the grade school and intellectual inquiry in the high school.

Throughout the grades, our dedicated faculty and staff support students' sense of self-reliance, social responsibility, and moral purpose. Our diverse community is a source of invaluable human experience from which students learn and grow. Our school encourages young people to develop their highest human capacities and become citizens of the world.

About Our Community

Constituents:

- 470 students at San Francisco Waldorf School from nursery to high school, ages 2 - 18, including international high school students
- 750 alumni from our high school and grade school
- 200 grandparents and other relatives on our mailing lists

Income Range: 100K+

Age range:

- Parents – 30+
- Grandparents and Friends
- Alumni Parents - 40+
- Alumni – 18 - 42

Geographic Reach: San Francisco Bay Area and worldwide friends and families

Family Make-up

- Parents - 1-2 parent families, single and dual income
- Alumni – single/partnered, no children

Hobbies/Interests

- Commitment to cutting-edge, holistic education that:
  - develops a global outlook
  - develops forward looking, innovative creative leaders of the future
  - emphasizes on creativity
- Healthy Lifestyles & Sustainable Practices
- Travel and Leisure
- Life-long Learning
- Athletics (Go Giants!)
- Cross-cultural exchange

Level A Sponsorship Package *(Gifts valued at more that $5,000)*

Spring Night Benefit Auction relies on the donation of significant items for the financial success of our Live Auction. The Live Auction is mostly dedicated to one-of-a-kind works of art made by our dedicated parents and students. There are limited lots for high value items and experiences from outside our immediate community.

Live Auction items are expected to generate between $3,000 and $10,000 for San Francisco Waldorf School. The inclusion of an item in the Live Auction requires approval of the Spring Night Benefit Committee.

Examples of Great Live Auction Items:

- Vacation package: airfare, accommodation and experience e.g. Hawaii plus whale watching; Jackson Hole flights, accommodation, 8 day ski package; Napa/Spa/Dining/Sitter experience
- Money Can't Buy Experiences – meet high profile individuals (e.g. during company tour), private viewing/opening at cultural/sport events
- Great Sports Events and premium seats – San Francisco Giants premium seats and experience (club space, corporate box etc)
- High Value Collector's Items

Engagement/Development

Online presence:

- Logo on Spring Night home page
- Auction Item dedicated page on Spring Night website – link and logo
- Logo presence on email newsletter to 2000 individuals, 5 e-blasts

Social Media (Facebook and Twitter):

- Dedicated post reaching 1000+ likes
- Inclusion on all page posts reaching 3500+ likes

At Event:

- Table Display – dedicated to auction item
- Sponsorship Sign – key positioning in credit block (company name)

Additional Sponsorship Levels

The Online Auction is our primary way of displaying auction items during Spring Night, and generates a substantial portion of our event revenue. Many in our extended community of grandparents, alumni and alumni parents participate in the bidding, so it is a great way to demonstrate your generosity. All non-tangible items under $5,000 are included in the Online Auction with few exceptions. Handmade items tend to be placed in the Silent Auction that is held at the Spring Night gala.

The Online Auction is active for two and a half weeks, bookending Spring Night. The five-hundred plus visitors to the site include our large extended community as well as current families. We promote the auction with a robust campaign of emails, direct mail, and social media. We are offering two Item Sponsorship levels for the Online Auction.

Sponsorship Level B

Items valued $1,000 - $5,000

Engagement/Development

Online presence:

- Logo/photo listed as a featured item on Spring Night home page
- Auction Item dedicated page on Spring Night website – link and logo
- Premier logo presence on one email newsletter to 2000 individuals

Social Media (Facebook and Twitter):

- Inclusion on all group posts to targeted pages reaching 3500+ likes

At Event:

- Logo on Online Auction Table Display

Sponsorship Level C

Items valued between $250 - $1,000

Engagement/Development

Online presence:

- Auction Item dedicated page on Spring Night website – link and logo
- Hyperlinked presence on one email newsletter to 2000 individuals

Social Media (Facebook and Twitter):

- Inclusion on one post to targeted pages reaching 3500+ likes

SFWS Auction Donation Form

Online Auction: March 4 - 17 | Silent/Live Auction and Benefit: March 12

Donations must be received by **February 29, 2016** to be included in the auction

To donate, please use the form below or visit **www.sfwaldorf.org/donations**

Donor Information

Company/Name _____

Primary Contact _____
(for use by auction staff and winning bidder)

Telephone _____ **Email** _____

Website _____

Address _____

City/State/Zip _____

Signature _____

Donated Item Information

Item Name _____

☐ **A Sponsorship** ☐ **B Sponsorship** ☐ **C Sponsorship**

Estimated retail value _____ **Minimum bid** (optional) _____

Detailed item description – please attach separate page if needed
(Alternatively, you may email donations@sfwaldorf.org with item information)

_____

_____

_____

_____

Physical Items

☐ Item Included
☐ To be delivered to school no later than 2/29/2016
☐ To be picked up by solicitor on _____(date) at _____(place)

Services and Gift Certificates

☐ Certificate included
☐ To be created by auction staff

Restrictions (include any expiration dates if applicable)

_____

Send digital files (images, logos) or request contact about your item - donations@sfwaldorf.org

Questions about cash gifts and underwriting - advancement@sfwaldorf.org

Acknowledgment and tax receipt will be issued upon delivery of donated items

Please return this form to:
SFWS Spring Benefit
2938 Washington Street
San Francisco, CA 94115

Any questions? Please contact us.
Email: advancement@sfwaldorf.org
Telephone: (415) 875-7212
SFWS Federal Tax ID: 94-2535857