



PATHWAY CARING FOR CHILDREN  
ONLINE AUCTION EVENT  
SATURDAY, APRIL 17<sup>TH</sup>

### MEDIA IMPRESSIONS

#### Social Media

- 3,000+ followers across Facebook, Instagram, Twitter and LinkedIn
- Anticipated Impressions- 27,000+ from weekly posts

#### Email Constituents

- 2,000+ individual emails receiving communications
- Anticipated Impressions- 20,000+ from 10 Emails

#### Website

- 500+ average weekly visitors
- Anticipated Impressions- 8,000+ over 16 weeks



# AUCTION SPONSOR PERKS

## Top Sponsor- \$10,000

- *EXCLUSIVE*- 5 min Facebook Live via Zoom and/or Instagram takeover on Pathway's pages to promote business and why you support Pathway. This can happen up to 5 times leading up to the online auction, or initial recording will be shared.
- *EXCLUSIVE*- logo placed on digital auction invitation
- *EXCLUSIVE*- 5 raffle tickets
- Early access to online bidding for you and your "guests"
- 15-30 second commercial played on social media and during auction event
- Announced and thanked across all social media platforms
- Listed on every auction email
- Full page ad in event program to be emailed to Pathway constituent list and linked on website
- Logo on auction website

## \$5,000 Sponsor

- Early access to online bidding for you and your "guests"
- 15-30 second commercial played on social media and during auction event
- Announced and thanked across all social media platforms
- Listed on every auction email
- 1/2 page ad in event program to be emailed to Pathway constituent list and linked on website
- Logo on auction website

## \$3,000 Sponsor

- 15 second commercial played on social media and during auction evening
- Announced and thanked across all social media platforms
- Listed on every auction email
- 1/2 page ad in event program to be emailed to Pathway constituent list and linked on website
- Logo on auction website

## \$1,000 Sponsor

- Announced and thanked across all social media platforms
- Listed on auction email communications
- 1/4 page ad in event program to be emailed to Pathway constituent list and linked on website
- Logo on auction website

## \$500 Friend of Pathway Sponsor

- Listed in event program and auction website

[www.pathwaycfc.org](http://www.pathwaycfc.org)

Printed Name and Company: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Payment Method:  Check to Pathway Caring for Children  Bill me  Credit Card

Credit Card # \_\_\_\_\_ CVC: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

**Please return to Jacquie Batchelder: [jbatchelder@pathwaycfc.org](mailto:jbatchelder@pathwaycfc.org) • 330-818-0657**

**Pathway Caring for Children: 4895 Dressler Road NW, Suite A, Canton, OH 44718**

## PATHWAY CARING FOR CHILDREN

Our mission is to help children and families realize the possibilities of their lives through foster care, adoption, and counseling. In 2020:



- Served 14 NE Ohio Counties through 5 locations in Brook Park, Canton, Millersburg, and Sebring, OH
- Over 100 children were provided a safe and caring home, and 23 new foster families were licensed all online.
- 1,026 children and families received individual and group therapy services.
- 14 children were adopted and found their forever home.
- 27 BRIDGES young adults have healthy role models and a support system always in their corner.
- 6 school districts with countless children who know they can count on their Pathway counselors and case managers.

## 2020 PATHWAY AUCTION

- Handbid online auction platform provided a fun and interactive mobile or desktop bidding experience!
- 75% of Pathway auction registrants said they had never used an online bidding platform before, and 100% of respondents agreed Handbid was easy and simple to use!
- Live Facebook broadcast has 744 views.
- Over 100 registered online bidders.



Andy & Kathy Mook



Little Flower Family Practice



**YOUR** generosity instilled hope, fostered healing, and helped vulnerable children develop trust for those who care for them. *Thank you for caring for Pathway kids now and always!*

We hope you join us as a  
*2021 Auction Sponsor!*

[www.pathwaycfc.org](http://www.pathwaycfc.org)

