



FACT SHEET
Business Marketing Association's "B2BSeen Auction & Party"
Thursday, November 14, 2013

What? The Business Marketing Association is a national organization of business-to-business marketers. The Colorado Chapter of BMA hosts an annual auction of unique and exciting business products, services, vacation packages and gifts, and this year is a "Mixology – the Star of the Bar" theme!

Why? The BMA Colorado Auction raises money for the organization's many worthy activities. Your contribution helps to support the organization's programming, professional development tools and the BMA Colorado Scholarship Program for college students. **In addition, our charity of choice this year for the B2BSeen Auction is HELPCOLORADONOW.ORG – the official organization to help Colorado's flood victims.**

When and Where?

The event will be Thursday, November 14 from 6 p.m. – 10 p.m., at The PPA Event Center, 2105 Decatur Street, Denver, CO 80211. Local bartenders will interact with the attendees during the evening, with attendees voting for their specialty drink and bartender! Selected auction items will be featured, along with an opportunity to network and socialize with your peers. We expect another sold-out crowd this year – approximately 200+ marketers and guests.

Donations will be posted online on the BMA Colorado website (www.bmacolorado.org) from October 1st through the event on November 14.

What kinds of donation items are needed?

Almost anything and everything is welcome. Suggested value of donated items is \$50 or more. If you wish to make a donation, items could include business services, lodging, dinners for two, ski passes, sports or concert tickets, facials, massages, sweaters or jackets with company or association logos, crafts, premium wine and other beverages, or any other item you think would be of interest to our members.

What do you get in return for your contribution?

Increased awareness for your company from the following:

- Coverage in the January 2014 issue of the "The Review," with distribution to 3,000+ Colorado marketing professionals
- Mention in BMA Press Releases and emails
- Mention in December 2013 issue of the award-winning BMA Marketing Mirror e-newsletter (distribution 2500+ marketers)
- Exposure on BMA's high profile web site (www.bmacolorado.org) with 10,000 hits per month with your logo (if desired)

- Recognition at the Auction
- All contributions are tax deductible

What to do?

Complete and email, fax or snail mail the donation form to the BMA office by **October 25, 2013** to be included at the B2BSeen Auction & Party and listed in the auction program. We will accept late donations until **November 13th** to be included at the B2BSeen Auction & Party. You may send your donation form with brochures or certificates to be held by the BMA office until the event. You may send a .jpg of the item or of your company logo to be posted on the BMA Colorado online auction site. Please indicate how the items will be picked up for the auction or redeemed after the auction.

If your donation is a gift certificate or letter, please prepare a letter of congratulations on your company letterhead to be given to the winning bidder at the conclusion of the auction. The letter should include congratulations, what the winner receives, any restrictions, whom they should contact, and any applicable expiration dates.

If you are contributing items, send your gifts with the form to the address listed below.

If you would like your logo displayed on the BMA Colorado website next to your donation, send your logo to info@bmacolorado.org. Desired format is as a .jpg file that is 200 pixels wide, at 72 dpi.

WHO? Please call BMA or the committee chairs (Pam Curran and Karen Alexander) if you have any questions, ideas or want to make a contribution.

**Business Marketing Association
Colorado Chapter
2459 So. Ammons St.
Lakewood, CO 80227
303-607-9957
303-969-8320 (fax)
info@bmacolorado.org
www.bmacolorado.org**

**Pam Curran
Auction Co-Chair, 303-818-9316
pamela_curran@comcast.net**

**Karen Alexander
Auction Co-Chair, 303-917-6616
Ksalexander2002@yahoo.com**

***BMA Colorado is a 501c6 non-profit organization
Federal Tax ID: 8409-72469***

BMA BUSINESS MARKETING
ASSOCIATION
Colorado