



Dear Fellow Colleagues,

The 16th Annual CMAA Charity Classic Gala will be held on Sunday, October 6th. I have agreed to head up the Live and Silent Auction Committee for the event. I am personally reaching out to you and your Club Members for assistance. This year's event will incorporate some changes to our format. The Committee has decided to feature a tropical theme and more casual event format for our guests. Also, the committee is considering several changes to the activities that will happen during the evening. There will also be some modifications to our auction this year as well. Our goal with our auction items is to increase the interest in the auction and increase overall revenue for each item. The end result would be to donate even more money to the Children's Hospital of Southwest Florida.

In this year's auction, we will make every effort to include more unique packages, trips, and experiences. This cannot happen without your assistance. We want to offer our guests items that will not be found at other auctions and thus, create a greater desire to bid on the items.

Auction items that return a very high percentage of Fair Market Value will be most desirable. Based on our past events, we have tracked specific categories of auction items that sell for a very high percentage of Fair Market Value. While always being accepting and very appreciative of all items donated for our event, we are lacking "unique experiences". A unique experience is defined as something that our guests cannot purchase. I suggest that we direct some of our time and efforts in trying to acquire more of the items that have a high return and add to our offering of unique experiences.

Below are examples of some auction items that meet the parameters described above.

PAST AUCTION ITEM CATEGORIES WITH HIGH RATE OF RETURN:

- Palm Springs Condo
- 3 Day/2 Night Stay at South Seas Resort
- Ocean Reef Excursion
- Chef's Tables at Clubs or Restaurants
- Winery Tours and Wine Pairings
- Fishing Packages

UNIQUE EXPERIENCE EXAMPLES:

- Opportunity to Drive an Indy 500 Car
- Cookout on the Beach or Clambake
- Tickets to Professional Sporting Events (NFL, NBA, MLB, NHL)
- Tickets to PGA Tournament or USGA Event with POSSIBLE access to Sponsor Suites

Important: Please complete the attached donor form for each item donated. That allows us to include the expiration date and exceptions on the bid sheet. Also, we need complete contact information for thank-you notes. Please e-mail the donation forms to lori@eventfulinc.com or fax to 239-541-2683. You can drop off the items at Barbara Alderson's office at West Bay Club or bring them to the regular committee meetings. Our goal is to have 90% of the items by August 31. You can contact Lori with any questions at 239-287-0780 or e-mail her at lori@eventfulinc.com.

Thanks so much for helping us make children's dreams come true.

Sincerely,

Robert J. DiBiase, CAM
General Manager
Pelican Isle Yacht Club
239-566-1606
www.pelicanisle.com





The Everglades Region Florida Chapter
CMAA 16th Annual
Charity Classic & Gala
October 6 - 7, 2013

Silent Auction Donor Name	Donation Description	Fair Market Value
Dates Not Available	Dates Available	Other Restriction

The Florida Chapter CMAA
 wishes to thank you for your donation
 for the upcoming Charity Classic. Please complete this commitment form.
 Please provide the following information.
NO LATER THAN September 15, 2013

DONOR INFORMATION REQUESTED

Contact Name: _____
 Company Name: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone Number: _____ FAX: _____
 Email Address: _____

Please Fax form to: 239-541-2683 or e-mail to lori@eventfulinc.com