

Chabot College

For Immediate Release

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The Friends of Chabot College to Host Spring 2021 Virtual Auction to Support Chabot College Students

April 12, 2021 - April 18, 2021

(Hayward, CA) - The Friends of Chabot College remains committed to raising funds for Chabot College students and programs amidst the ongoing pandemic. In lieu of the 2020 annual in-person Gala, The Friends of Chabot College is hosting a Virtual Spring 2021 Auction the week of April 12, 2021. Items will be hosted for auction on 32auctions.com in the same manner as a silent auction, giving bidders the opportunity to go to the site and bid for items all week long.

There are no items too big or too small to donate for auction. The Friends of Chabot team will take any and all items and make a gift basket out of them featuring your company or business. From bottles of alcohol, toiletries, art work, art supplies, and wine accessories, to bigger ticket items like vacations and airline vouchers, all items are accepted.

Contact friendsofchabot@chabotcollege.edu to schedule arrangements to drop off your donation items, or if it is more convenient for you, staff from The Friends of Chabot College will come pick up the items directly from you. Ideally, donations will be submitted by March 22 to allow adequate time to display and advertise the items available for auction.

In addition to the online auction, you and your company can help raise funds to support The Friends of Chabot College students and programs through sponsorship. See below to learn more about different sponsorship levels and the benefits they include. Donations of any amount are accepted and appreciated.

For more information, visit: www.supportchabotcollege.org/virtual-auction

What Chabot College students are saying about support from The Friends of Chabot College Foundation:

"Thank you for your patience and assistance. Please accept and pass on my sincere appreciation to all members of Friends of Chabot. A quick reference to those like myself that you are helping. I am a 50 year old recently deaf woman, who has come back to school to get a degree. I am close to finishing but my financial aid is almost exhausted. This assistance is a huge help during these unprecedented times."

"I just wanted to thank you for your generous COVID-19 Emergency Aid check. It was really helpful during this time of need to help me be able to stay in school. By your incredibly generous donation, you have helped to make my financial load lighter."

THE FRIENDS OF CHABOT COLLEGE

SPRING 2021 VIRTUAL AUCTION

Help raise funds to support The Friends of Chabot College students and programs!
Further details and sponsorship opportunities below.

SPONSORSHIP LEVELS AND BENEFITS

Traditional - \$1,000

- Name and logo listed in the Annual Scholarship Program that is sent to all scholarship donors, student recipients and their families
- Company logo and name listed on Friends of Chabot and auction website

Heritage - \$5,000

Includes all benefits of Heirloom & Traditional, plus:

- Featured in a Banner Ad on the Chabot College Website Home Page for 2 months
- Company logo and name included with each auction item insert
- Upgrade from only company name and logo to **quarter-page ad** in the Annual Scholarship Program that is sent to all scholarship donors, student recipients and their families
- Company name included in press releases

Heirloom - \$2,500

Includes all benefits of Traditional, plus:

- Two (2) customized social media posts (Instagram and Facebook) featuring your company
- Company logo and name included in the FCC Online Newsletter for 3 months

Classic - \$7,500

Includes all benefits of Heritage, Heirloom & Traditional, plus:

- Company logo with thank you message displayed on a custom banner in front of Chabot College on Hesperian Blvd. for three months (Aug-Oct 2021)
- Upgrade from **quarter page to half-page ad** in the Annual Scholarship Program that is sent to all scholarship donors, student recipients and their families
- Company logo listed as a sponsor during one Chabot KCTH TV program of your choice for one week; three times per day (broadcasts to over 200,000 households)*

Restaurant and Small Business - \$250 (25 employees or less)

- Company logo listed as a sponsor during one Chabot KCTH TV program of your choice for one week; three times per day (broadcasts to over 200,000 households)*
- Your small business promoted on an interactive digital map featured on the Chabot homepage, FCC website, social media and Newsletter
- Your small business coupons, sales or specials included in a Chabot-branded coupon book posted on the Chabot Homepage, FCC website, social media and Newsletter
- Coupon book is included with all auction items

Let us make
a basket
for you!

Auction Item Sponsorship
(Donations accepted until March 22, 2021)

- Donate an auction item(s) and we'll put a basket together for you that features your company – we'll even pick up the item(s)!
- Contact the friendsofchabot@chabotcollege.edu to donate

Silent Auction Item

Production of an original 30-second
Chabot TV Ad (Value: \$1,500)

- 2-hours of production time including filming the ad-spot in our studios and editing services
- The ad will be aired three times per day for two weeks (broadcasts to over 200,000 households)*

* Chabot KCTH TV broadcasts on Comcast Channels 27 & 28, Apple TV, and Roku TV. For more information, visit: <https://www.chabottv.net/>

About Chabot College

Chabot College, a comprehensive community college, opened its doors in Hayward more than 45 years ago to meet the needs of the East Bay's growing population. Today it remains the heart of a thriving, diverse community where students of all ages and backgrounds can get a high quality education at an affordable price. The college awards associate degrees and certificates, and specializes in university transfer, workforce training, and lifelong learning opportunities.