



## Support BUCKS For Broncos Rancho Bernardo High School Foundation Online Auction!

*What:* BUCKS for Broncos

*When:* NOW for donations, bidding is April 17 to May 2, 2009

*Where:* In E-mail Inboxes and on the Web.

**RBHS Foundation tax ID#: 33-0427423**

### Why You and Your Business Should Be Involved

- Because the RBHS Foundation BUCKS for Broncos Auction is all about leveraging a powerful community to raise a significant amount of money for RBHS academics, sport teams, and campus activities. We're committed to using innovative technology and techniques to keep costs at an absolute minimum.
- Because the RBHS Foundation operates as a nonprofit 501(c)3 business organization. Our goal is to provide financial opportunities to help bridge the gap between the increasing cost of education and insufficient funds from the district and state. And We NEED YOUR HELP!
- Because auctions are a fun way to raise a lot of money. And raising more money helps improve and maintain our excellent standards at RBHS.
- Because it's a great way for you to achieve widespread visibility by tapping into an engaged, active community to promote your own products and services.

### What We're Looking for ---Merchandise, Services, "You Name it"

Be an Item Donor! Visit our Web site right now at [www.RBHS.cmarket.com](http://www.RBHS.cmarket.com) , and click on "Donate an Item" on the left of the home page or contact us (see below) to let us know what you'd like to contribute. AND, you can designate what campus group will benefit from your donation.

### The Benefits of Being a Donor: Exceptional High-Credibility Exposure

- Each item you add to our catalog, we'll include your logo and a link to your Web site – it's a great way to drive traffic to your site!
- To promote the auction, we'll send 8-10 targeted e-mail communications to the entire database of over 2800 student families, plus committed sponsors, donors, friends, and volunteers.
- We'll feature "BUCKS for Broncos" on our homepage, put reminders in our newsletters, post on the School's electronic sign, and link to our organization's Facebook and Linked-in sites. It all means more people will visit our catalog, see your logo and potentially click through to your Web site.
- In promotional e-mails and on the auction homepage, we may highlight "Featured Items" like yours. Bidders can click directly through to the item in the catalog, where they'll see the link to your Web site.

### The Benefits of Being a Sponsor: Your logo as a Global click-through ad on every web page.

Cash Donations result in Sponsorship recognition.

3 Levels of sponsors \$1000.00 or more--Platinum \$400-\$999—Gold \$100-\$399—Silver

Cash Sponsors receive a prominent clickable banner ad on the auction site from the time donation is received.

Remember:

The Online Auction is an outstanding "viral" marketing tool. Our members will pass along our e-mail messages to their own friends and family – so there's no telling how many people our message will reach!

DO NOT WAIT to donate.....the sooner we have your donation, the sooner we have your LOGO on our site!

**You can help make the BUCKS for BRONCOS happen. Get involved NOW!** Have a question or suggestion? Want to learn more about Sponsorship opportunities? Contact [rbhsfoundation@gmail.com](mailto:rbhsfoundation@gmail.com) or call Fredeline Engelbrecht at 858-382-8566 or Bitsy Clayton at 858-451-6524.