

FACT SHEET

Business Marketing Association's "B2B Seen Annual Party and Fundraiser": Thursday, November 18, 2010

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, a "Dancing with Denver Stars" theme with attendee participation!

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, four charities will benefit from this year's auction – charities chosen by our celebrity participants. This year's celebrity participants include: Natalie Tysdale of Fox 31, Denver mayoral candidate James Meija, former Denver Broncos player Darius Walker, Kirk Montgomery of Channel 9, and BMA Colorado's own president, Carla Johnson. Charities chosen so far include Make Wish Foundation, Volunteers of America and the BMA Student Scholarship Fund.**

When? Where?

The PARTY will be Thursday, November 18 from 6:30 pm -10:30 pm, at the beautiful Tivoli Turnhalle Ballroom on the Auraria Campus. Local celebrities will dance during the evening, with attendees voting for the top dancer! Selected auction items will be featured, along with an opportunity to network and socialize with your peers.

Donations will be posted online on the BMA Colorado website (www.bmacolorado.org) from Sept 15 through the event on November 18.

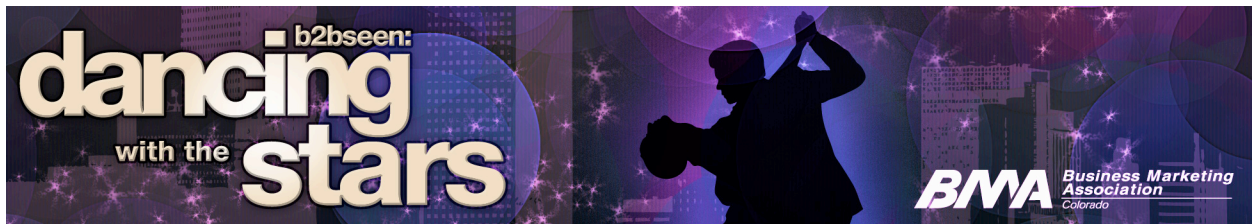
What kinds of items are needed?

Almost anything and everything is welcome. 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 2011 issue of the the BMA Beat, inserted in "The Review Magazine" with distribution to 3,000+ Colorado marketing professionals
- Mention in BMA Press Releases and emails
- Mention in December 2010 issue of the award-winning BMA Marketing Mirror e-newsletter (distribution 2250+ 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 fax (or mail) the donation form to the BMA office by **November 15, 2010** to be included at the November 18 B2BSeen Event, listing your donated items.

You may send it with brochures or certificates to be held by the BMA office until the event. You may send a jpeg 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 by 72 dpi.

WHO? Please call BMA or the committee chairs (Danyel Newcom, Christine Cook) if you have any questions, ideas or want to make a contribution.

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***BMA-Colorado is a 501c6 non-profit organization
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