



Dear Friends of Lakeshore Public Television,

Lakeshore Public Television proudly announces that our award winning Holiday Gift Auction will air November 7, 8, 9, and 10, 2009!

Join us for this dynamic fundraiser by donating a product, service, or a gift certificate from your organization. When you do, we will put that item on LIVE television and online, and auction it off to the highest bidder calling in or logging on. That means your donations are presented on television and online to more than 3.5 million potential households in NW Indiana & Chicagoland.

Our simultaneous television AND online Auction benefits include...

<i>Feature</i>	<i>Benefits to You!</i>
Television Presentation	Your business is highlighted to viewers tuning in from all over NWI and Chicagoland
Online Bidding	Your exact location, phone number, provided photos and link to your website is included
Auto-Extended Bidding	Continued visibility = Longer promotion for you!
All Auction Boards Auto-Refresh with the highest bid	Live, real-time Auction action that keeps bidders involved & engaged
Traditional Phone Bidding	Phone Reps talk up your product!

While supporting your PBS station, your donations are a unique advertising opportunity! Where else can you get television AND online promotion with no cash involved - the only cost for you is the donated item. So put your best foot forward and showcase a premium item from your business. Your donation is tax deductible, allowing you the highest deduction affordable by the law.

Attached you will find details about donating and a donor form. Just fill out the form and fax it to me at 219-755-4312. You can also contact me with comments or questions at 219-756-5656 or sphalen@lakeshoreptv.com .

Thank you in advance for supporting Lakeshore Public Television by contributing to the Annual Holiday Gift Auction!

Happy Holidays,

Sandie Phalen

Sandie Phalen
Special Events Coordinator
Lakeshore Public Television





Lakeshore Public Television Holiday Gift Auction

November 7th, 8th, 9th, and 10th, 2009

www.LakeshorePTVAuction.com

ABOUT OUR AUCTION...

The Lakeshore PTV's Holiday Gift Auction is our live, televised auction with **simultaneous on-air AND online bidding!** Our goal is to secure quality items (over \$50 in retail value) donated by local and national businesses. These items are presented, promoted, and sold live on-air and online while at-home viewers call the station and online bidders click away to place their last minute bids!

GOLD DONATION: \$1,000+

Valid for one item only

- On-Air:
 - A pre-produced 30-second spot of the donated item, with voice over description, to air during the auction.
 - Live recap during the auction.
 - Live sell during the auction
 - Promo spot and/or preview show to highlight all Gold and Silver donation items in combination. (*Spot / preview show to begin airing the 24th of October.*)
- Online:
 - Name, location, phone number, and website of company on Lakeshore Public Television's online auction website.
 - Name, description, and picture of item (or related image) on Lakeshore Public Television's online auction website. (*Viewers can bid on items online, beginning 2 weeks prior to the auction.*)

SILVER DONATION: \$500-\$999

Valid for one item only

- On-Air:
 - Still picture and/or live presentation with voice over description of the item during the auction.
 - Live recap during the auction.
 - Live sell during the auction.
 - Promo spot and/or preview show to highlight all Gold and Silver donation items in combination. (*Spot / preview show to begin airing the 24th of October.*)
- Online:
 - Name, location, phone number, and website of company on Lakeshore Public Television's online auction website.
 - Name, description, and picture of item (or related image) on Lakeshore Public Television's online auction website. (*Viewers can bid on items online, beginning 2 weeks prior to the auction.*)

BRONZE DONATION: \$50-\$499

Valid for one item only

- On-Air:
 - Still picture and/or live product presentation and voice over description of the item during the auction.
 - Live recap during the auction.
 - Live sell during the auction.
- Online:
 - Name, location, phone number, and website of company on Lakeshore Public Television's online auction website.
 - Name, description, and picture of item (or related image) on Lakeshore Public Television's online auction website. (*Viewers can bid on items online, beginning 1 week prior to the auction.*)

IN-KIND OR CASH DONATIONS

- Donors receive on-air and online promotion corresponding with the value of their donation. Call for a customized package.

WANT EVEN MORE PROMOTION?

- You can also invest in your company's future through underwriting and volunteering.
- Underwriting is an inexpensive opportunity to keep your name in the spotlight for an entire evening.
- Better yet, put your face where your name is and be a part of our live on-air phone bank! The community loves to see the support of viewing-area retailers.



Please contact Sandie Phalen with any questions

8625 Indiana Place ♦ Merrillville, IN 46410 ♦ Phone: 219-756-5656 ♦ Fax: 219-755-4312 ♦ sphalen@lakeshoreptv.com



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Item Donor Form

ITEM INFORMATION

Item: _____ Item Value: _____

Item Description: _____

Expiration Date: _____

Disclaimers/Limitations: _____

Check ONE: This item is exchangeable. This item is not exchangeable.

Sample or visual attached: (please email files to sphalen@lakeshoreptv.com)

Business Name: _____
(as it should appear on tv and online)

Contact Name: _____ Phone: _____

Email: _____ Fax: _____

Address: _____ Website: _____

City: _____ State: _____ Zip: _____

This agreement is valid for one (1) year unless specified differently above. This donation will be sold without disclaimers/limitations unless specified above by the donor. Special Lakeshore PTV Considerations: All merchandise must be new and in perfect condition with the exception of art, antiques, and collectibles. All items become property of Lakeshore PTV and will not be returned. All items will be sold to benefit Lakeshore PTV – on-air, off-air, online, or at post-Auction events. We reserve the right to limit the number of items donated. Lakeshore PTV must receive items by September 30th, 2009 to guarantee website and on-air exposure. Lakeshore PTV is a non-profit 501c3 organization. Federal Tax ID Number 31-0960136. Due to time constraints, some donations may not be sold on-air. In that event, we may feature your item on the web and give you/your company and its product promotional exposure on the Lakeshore PTV Auction website.

Authorized Signature: _____ Date: _____

Check ONE:

I am shipping my donation

I will deliver my donation

I am mailing our gift certificate

Please use a Lakeshore PTV gift certificate

Other: _____

Thank you for supporting the Lakeshore PTV Holiday Gift Auction!



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