

## **Midcoast Tree AUCTION Details**

### **Deluxe Tree Items and Classic Tree Items**

**The Midcoast Tree Auction**, an event of the Midcoast Tree Festival, is happening online **December 4- December 12, 2020**. This brand-new event will replace the Midcoast Tree Festival for this year. This online auction is split into three types of items: Deluxe Items, Classic Items and Wreath Items. Below are the details you need to know for the Deluxe and Classic Items.

### **Deluxe Tree Items and Classic Tree Items**

#### **Auction Item Bundles**

Deluxe and Classic items will be bundled so that the vast majority of auction slots will contain more than one item. Meaning if someone donates a \$25 gift card (which is great) we will bundle it with other gift cards or prizes to make up an auction slot. In some rare cases we may get a solitary item (like if a painting was donated, for instance) but most items will be bundles, we believe. (Wreath donations are a separate matter and are covered under a separate form)

#### **Deluxe Items**

Deluxe Items are the high ticket items for the auction which we are reserving ***primarily for the businesses and groups who has signed up to be Midcoast Tree Festival tree sponsors***. If a series of prizes get donated that were not from our original tree sponsors, but have the high ticket value in-line with our Deluxe spaces, then we may include them in this bracket. Deluxe items must have multiple gifts.

#### **Classic Items**

Classic Items are smaller bundles of gifts. The bundles may come from multiple gifts that a business donor or individual donor provides. The bundles may also come from our Auction committee combining like items to create these bundles. Our committee reserves the right to combine any donations into the auction slots they wish, unless otherwise noted by the donors at time of donation

#### **All Donations of New Items Are Welcome**

Please only new items for this event

#### **Donors, Support Your Friends**

Any business or person may become a donor.

If you want to donate your own items from your business- that's great!

If you want to buy items from a business you love- that's great too!

If you want combine your items with the ones from other gifts you collect- even better!

The primary promotion of the auction slot will go to whomever the donor is whether that is an individual or a business.

#### **Promotion of Donors**

Each donating individual or business will be mentioned on the auction slot description

with company logos if appropriate. Anonymous Donors are welcome, and in that case you would just need to let us know.

### **Tree Requirement**

Each Deluxe and Classic auction bundle MUST include a tree of some sort, size or a depiction of a tree. Our auction committee will be purchasing mini-trees and tree ornaments that we can add to your auction slot if needed, but I bet you can get creative with this. This is petty, but important to us- it connects it to the Midcoast Tree Festival.

### **\$500 Value Minimum Revoked For Deluxe Items**

This event is different than the Midcoast Tree Festival and therefore we are revoking the \$500 minimum value for any of our tree sponsors who are signing up to be deluxe item donors. If your tree space is valued at higher than that already, superb, but if you needed to buy a few more items to get to the previous \$500 minimum, don't worry about that. Since you have signed up to be a tree sponsor, we will still include you in the deluxe auction level. We just appreciate you wanting to be a part of this with such a generous donation.

### **40% Minimum Bid Threshold**

The majority of auction lots will begin with a minimum bid of 40% of value with the caveat that any spaces over \$500 in value will begin at \$200 minimum bid. We understand times are tough and not everyone can afford big purchases, which is why we have classic auction bundles too, and why we revoked the \$500 minimum for our Deluxe items. We want to have something for all budgets.

### **\*\*THIS HUGE For Deluxe Bidders\*\***

**Secret Santa Project:** We understand that some bidders who win the deluxe items may not want all of their items in their auction lot. Of course if you do want all of the items then wonderful, they are yours. However, if you only want some of them then our Secret Santa program is here to help. **We are pledging to assist in donating items to any individual, family or local group at the direction of the winning bidder for that auction lot.** Your donations to others can be in the name of the bidder or done anonymously (which is where the Secret Santa name comes from). Of course winners for spaces are entitled to everything they win in the bid, but IF they wanted to give anything away we will help coordinate that no matter if it is just a few items from the lot or many. We will be delivering those gifts to the donated winners the week of Dec. 14-18.

## **Donor Process for the Midcoast Tree Auction**

The process is slightly different for Deluxe Donors, and Classic Donors, but it begins the same. To be a part of it, simply e-mail Cory [executivedirector@midcoastmaine.com](mailto:executivedirector@midcoastmaine.com) by Wednesday, December 2 (at the latest, but much earlier helps). There is also an Auction Item donation form to fill out which will be published Wednesday, November 18 on [www.midcoastmaine.com](http://www.midcoastmaine.com) Here are the details in steps depending on your donation level.

### **Here is how it works for Deluxe Auction Items**

**Step 1: E-mail Cory** to let him know you are interested in providing a deluxe tree space

which includes a tree of some sort and multiple gifts  
[executivedirector@midcoastmaine.com](mailto:executivedirector@midcoastmaine.com)

**Step 2:** Cory will either fill out the **Donor Form** for you or he will send it to you to fill out- all items must be listed so everyone knows what they will win and the value

**Step 3:** Send us a **current logo** of the donating organization. If anonymous, note that.

**Step 4:** We need a **picture of your items** for the Auctria website- we can do this one of two ways:

- You set up your items in a location of your choice and send us the picture
- You get us all of the items and we will set it up and take a picture for you and keep the items in our secure location

**Step 5:** Decide **where your tree and items will live during the auction.**

- If you want to display the items in your business as a promotion of the Midcoast Tree Auction we'd love that. If you want to display your tree and items in your space, know that we'll be by to pick them up on December 11 so we have all items at our secure location for the winners when the auction ends on the 12<sup>th</sup> (but we love the promotion help if you want to go this route)

OR

- Deliver the items to us before the auction begins and we will secure them. If you want us to take the picture (Step 4) and hold the items (Step 5) we need that by December 2 so we have time to set it up and upload all the pictures.

**Step 6:** We will need help **promoting this event** so please give us the name of someone who may be interested in sharing some updates on your social media pages and our marketing team will connect with them. Obviously, if this doesn't work for you, know that this step is optional.

**Step 7:** Once we have the winners, we will let you know **how much your deluxe auction item space raised** for our event!

## **Here is how it works for Classic Auction Items**

**Step 1:** **E-mail Cory** to let him know you want to donate an item or fill out the donation form which will be posted on [www.midcoastmaine.com](http://www.midcoastmaine.com) on November 18

**Step 2:** Cory may fill out the **Donor Form** for you or he will send it to you to fill out- all items must be listed so everyone knows what they will win

**Step 3:** Send us a **current logo** of the donating organization. If anonymous, note that.

**Step 4:** Our committee will **combine this donation with other items** to make a Classic Item Bundle, unless the donation is of multiple items and the donor specifically states they do not want it combined with any other items.

Step 5: Set up a time to coordinate a drop off or discuss how these items will get to the auction committee through e-mailing Cory [executivedirector@midcoastmaine.com](mailto:executivedirector@midcoastmaine.com) or calling him at the office at 725-8797/ Cell 649-5282

**Thank you so much for your consideration- call or e-mail with any questions**