



### **You Are Invited to Participate in our Auction**

We would like to start by recognizing that 2020 has been an extremely difficult year for most businesses, including Incarnate Word Academy. When we experienced the cancellation of last year's event, and watched as businesses struggled, we dedicated ourselves to find alternative ways to make our event a success in future years.

One of the things we researched is you, our beloved auction donors. We need to support each other more than ever right now. That's why we created an auction donor benefits plan that dramatically increases your exposure – because everyone has to win to make it worthwhile.

#### **ADVERTISE YOUR BUSINESS**

- To over 5,000 IWA community members, including parents, grandparents, students, alumni, faculty and staff and friends of IWA.

#### **RECOGNITION INCLUDES**

- Listing with on our auction donor page on the Paradise Island website, in the digital and print program, in the digital Paradise Island issue of the Messenger Magazine and on the item that you donate on the mobile bidding platform. Your listing includes a hyperlink to your website (digital items), your location and contact information.
- An email and text blast to the IWA community recommending that they consider our auction donors the next time they are in need of a product or service with a link to the auction donor page.
- Opportunity to include a trackable special offer or coupon in our virtual swag bag. Swag bag will be sent to everyone who registers on the mobile bidding platform.

Proceeds from Paradise Island, when coupled with funds raised through the Annual Fund Appeal, will benefit students and faculty at all levels, and support areas of greatest need at IWA, including key areas such as:

- Financial aid -- expanding access to an IWA education for a diverse population
- STEM -- advancing science, technology, engineering, and math education
- Fine arts
- Athletics
- Professional development
- Campus maintenance and enhancement

For more information and to participate in our auction, please visit [www.iwacc.org/paradiseisland](http://www.iwacc.org/paradiseisland) or contact Amy Snell Canterbury at 361-883-0857 x 104 or [canterburya@iwacc.org](mailto:canterburya@iwacc.org).