

# National Auctioneers Foundation Newsletter

NAF Media Benefit Auction Update

April 2009

## Media Donors

Southeast Real Estate Business  
Wall Street Journal  
Tampa Bay Business Journal  
Propertyline.com  
Loopnet.com  
Satellite Prolink, Inc.  
Rock & Dirt  
Capital Press  
Industrial Market Place  
Boats & Harbors  
Punch Press or Ag Ads  
Construction Equipment Guide-  
Northeast Edition  
Top Bid  
The Trucker's Choice  
Arkansas Democrat-Gazette  
Anderson Independent Mail  
Reppert School of Auctioneering  
The Land Report  
LandsofAmerica.com  
New York Observer  
Lancaster Farming  
Antique Week  
New York Press Service  
Cabin Life Magazine  
Miller Advertising

## Media Solicitors

Julie Carter  
Marvin Henderson  
Chris Pracht  
Dennis Kruse  
Barbara Bonnette  
Jennifer Mensler

## Next Deadline

## March Incentive Award Winner!

### Marvin Henderson

Congratulations Marvin for securing advertising and media donations with a combined retail value in excess of \$9,500! For his efforts, Marvin has won a \$100 NAF Voucher good toward any NAA product or service.

**Submit your media donations now to be eligible for the April incentive award.**

## Addressing Industry Needs And providing tangible benefits

The need to utilize mass communication outlets to effectively market and promote their companies, and their client's auctions is a primary need of almost every auctioneer.

Through the IRC/NAF Media Benefit Auction, NAF is able to address this need and provide a very real and tangible member benefit. One that adds dollars to your bottom line; and that doubles as a significant fundraiser that enables NAF to support other NAA programs as well!

So how can a NAF fundraiser add dollars to your bottom line? By purchasing media/advertising space and other promotional services at this benefit auction you:

1. Save money by paying less than retail price for media-enabling you to stretch your marketing/advertising dollars further.
2. Generate more business and more participation at your auctions by expanding your marketing venues
3. Actively support your professional association through a normal business activity without having to make a separate financial commitment (aka...killing two birds with one stone).

The beauty of this event is that it truly does benefit everyone involved, the donor, the buyer and NAF; and it's accessible to everyone. Even though the live auction event takes place at conference and show, you don't have to be a conference attendee to participate. The auction catalog will be provided in advance and absentee bids will be accepted and executed on your behalf.

**April 30th** is the deadline for the next monthly incentive award, a \$100 voucher.

Please forward the completed donation forms as you receive them to: IRC/NAF Benefit Auction, 8880 Ballentine, Overland Park, KS 66214 or send by fax to:

(913) 894-5281

To be included in the auction catalog the donations must be received by HQ by

May 29, 2009.

## Solicitation Materials

[Sample Letter to Media Vendors](#)

[Media Donation Form](#)

## Questions?

Contact

Carol Jorgenson  
NAF Executive Director  
913-541-8084 ext. 17

Additionally, plans are underway for the first ever online NAF Media Benefit Auction.

With just over \$45,500 in advertising/media donations secured we are only one third of the way toward meeting our goal. We still we need your help. A small investment of your or your staff's time to secure additional advertising/media donations will ensure the success of this event.

### What participants are saying:

"As a media supplier, donating to the IRC/Benefit (Media) Auction each year provides us the 'Ultimate Win-Win'. Auctioneers get vital services at reduced rates, the media gets exposure to an eager audience, and the NAF receives essential funding which benefits us all."

Julie Carter, President, CEO  
Satellite Prolink

"Purchasing media donations at the NAF Benefit Auction has afforded us many nationwide advertising opportunities often at a discount off retail value. This allows us to spend less on print advertising and utilize that money for other advertising mediums to ultimately increase our overall gross advertising impressions."

Kristin Gannon  
Media Manager  
Williams & Williams

"Getting the media companies that you do business with to donate advertising space is quite easy. Last year I was able to collect advertising valued at nearly \$7,500 by faxing and emailing requests. I thought that I would be buying all that I solicited. In contrast, most of it sold very well. I tried, but hardly bought any of the certificates."

States Auctioneer  
Rob Doyle, CAI, CES.

## The National Auctioneers Foundation

Supports and perpetuates the auction method of marketing by funding research, education and public relations.