



AUCTION GUIDE

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THE
MERIDIAN
SCHOOL

*The Meridian School promotes a balance of mind and heart, of contemplation and action,
of individuality and a commitment to the community.*

Dear Meridian Families:

Mark your calendars for the 36th Annual Meridian School Auction, *Meridian's Night to Shine, Spotlight on Empowering Educators, Inspiring Students*, on March 23, 2019 at the Four Seasons Hotel in downtown Seattle. We invite you to enjoy an evening of celebrating our students, our faculty, and our community.

The auction is Meridian's biggest fundraising event of the year, providing dollars that are essential to maintaining and strengthening the Meridian experience.

This year's auction goal is \$190,000. With your help, we can do it!

We are preparing now to make the auction a success! We invite all Meridian families play a role by:

1. Volunteering before, during, or after the event.
2. Procuring and donating wine, gift cards, and live auction items.
3. Underwriting or sponsoring the auction.
4. Attending the big event!

This guide is meant to provide helpful information about supporting the event. Please do not hesitate to reach out if you still have questions after perusing the guide.

Best Regards,

Your Meridian Development Team



Brigette Quichocho

Development Director

bquichocho@meridianschool.edu

- Monarch Fund & Major Gifts
- Fund-a-Vision
- Parent Association Liaison



Alice Chang

Development Associate & Events
Manager

achang@meridianschool.edu

- Auction Coordinator
- Monarch Fund Support
- Alumni Relations Support

Auction Website

To discover all things auction, please visit Meridian's auction website, <http://meridianauction.com>. Here you can find auction details, access the auction guidebook, download donation forms, learn more about underwriting and sponsorship, and donate directly to the auction.

Auction Timeline

- **Auction kickoff:** Monday, January 7
- **Procurement deadline:** Friday, February 8
- **Date all items are due:** Friday, March 1
- **Auction RSVP deadline:** Thursday, March 14
- **Auction art show:** Thursday, March 21, 8:30-10:30 a.m., GSC room 202
- **Auction night:** Saturday, March 23, 5:30 p.m., Four Seasons Hotel

Procurement and Donations: Wine, Gift Cards, and Live Auction Items Only

Procurement Basics

Please remember we no longer have a silent auction. Desired items are:

- \$25 retail and service gift cards for the gift card grab
- \$100 restaurant gift cards for the restaurant frenzy during the live auction
- Wine valued at \$50 and up for the Fine Wine table
- Wine valued at \$30 and up for the wine grab.
- Fine desserts to serve twelve people for the Dessert Dash.
- Exciting and unique live auction items such as a private chef's dinner with wine pairings, VIP concert experiences, all-inclusive family vacations, behind the scenes tours of places inaccessible to the public, VIP meet and greets, and more! Live auction items ideally have \$1,000 minimum value.

Procuring does not mean *purchasing*, but rather *generating*. Unless you are so inclined, you do not need to purchase items to donate to the auction. When you patronize a business, especially one you use regularly, ask them to donate. Should you choose to buy wine or a gift card, ask the vendor to match your purchase!

Procurement Tips

- Keep auction procurement forms handy; be sure to list the donor's name and put your name in the *solicitor's name* box so you can receive credit for procuring the item.
- Be ready to answer questions about Meridian—who we are and what we do. Remember it's all for the kids!
- Ask for more than you expect to receive. For example, ask for a dinner for ten. If you acquire a dinner for six, that's great, too.
- Think broadly—what can your friends, family, and acquaintances donate?

If you have a great contact and want a custom letter mailed or faxed to a business, just let the Development Office know. Be sure to indicate the name of the business, contact person at the business, address, phone number, and fax number, as well as the item/experience you are hoping they will donate.

Underwriting and Sponsorships

This year we have set a goal of increasing our auction underwriting and corporate sponsorships, which means that we need your help to underwrite our expenses and reach out to local businesses in our community.

What is underwriting?

An auction underwriter pays for part or all of the cost of a product or service at the auction. Underwriting is an amazing way for families to contribute to the auction. By reducing Meridian's initial expenses, we are able to raise more funds that will directly benefit our students. All underwriters will be graciously thanked at the event. Examples of underwriting opportunities include:

- Centerpieces (\$500)
- Music/DJ (\$700)
- Signature drinks (\$1,250)
- Catalog printing (\$2,000)
- Dinner wine (\$2,000)
- Audio/visual (\$5,000)
- Decorations (\$500)
- Photographer (\$1,000)
- Professional Auction Services (\$5,500)

What are corporate sponsorships?

Auction sponsorship gives a business the opportunity to advertise in the Meridian community. By becoming an auction sponsor, businesses receive advertising space in our auction catalog. Depending on the package selected, businesses may also have their logo featured on our website, our two school video monitors, and featured signage at the auction. They will also receive a special thank you from our auctioneer. Sponsorship package information can be found online at the auction [website](#) or in Meridian's Development Office. Do you need help with underwriting or a potential business sponsorship? Contact [Alice](#) for more information.

Volunteer Opportunities

One very important way that families can contribute to the auction is by giving their time and volunteering in one of the many positions that help make our auction successful. Thank you to the many volunteers who have already committed. However, there are several positions that still need to be filled. Below are a few of the volunteer positions that are currently available, but stay tuned for additional volunteer opportunities.

- Decorations Committee
- Day-of volunteers
- Night-of volunteers
- Art Show Coordinator
- Art Show support and setup

If you are interested in volunteering in one of these positions, please contact [Alice](#).

Attending the Auction

Support Meridian by attend the big event on March 23, 2019 at 5:30 p.m. at the Four Seasons Hotel in downtown Seattle. The event will feature a cocktail hour, dinner, and live auction. Following the live auction, put on your dancing shoes and get ready to celebrate a successful night. Dancing will take place in the Sycamore Room, adjacent to the main ballroom.

Frequently Asked Questions

Why does Meridian hold an auction?

The purpose of the auction is twofold. First, it raises necessary funds that will directly benefit all students. Meridian's tuition covers 90% of our annual operating costs; the other 10% is raised through the Monarch Fund and the auction. Secondly, the auction is an opportunity for Meridian to come together as a community to celebrate our children and faculty, and build lifelong relationships.

Why does Meridian not have an online or silent auction?

In an effort to provide more time for our guests and volunteers to enjoy the evening, to reduce waste, and to focus more on the live auction and fund-a-vision, we have eliminated the silent and online auctions, save for Fine Wine and teacher experiences. Cocktail hour activities also include wine grab, gift card grab, raffle ticket sales, sign-up parties, and the sale of grade level photos.

What can I expect at the auction?

Every year the auction is a night to remember! The event begins at 5:30 p.m. when guests arrive at the Four Seasons Hotel and mingle with other Meridian families while enjoying appetizers and a complimentary signature drink. Check in to receive your table assignment and bid number. You can also try your luck at the wine grab, gift card grab, and raffle. Don't forget to look for sign-up parties and grade level photos!

At 7:00 p.m. we will move into the ballroom for dinner and the live auction. On your way in, peruse the Dessert Dash delicacies so you're ready to grab one when it's your table's turn!

Midway through the live auction, get ready to raise your paddle to support this year's Fund-a-Vision. Funds raised will directly enhance our school program.

Following the live auction, put on your dancing shoes and head to the Sycamore Room, adjacent to the main ballroom, to celebrate a successful auction! On your way out, pick up any items at Check Out that you may have purchased during the auction.

You can also make it a night! The Four Seasons is offering a special rate to Meridian auction guests the night of the auction. Mention The Meridian School Auction when booking.

When is the procurement deadline?

Our final deadline for auction donor forms is February 8, 2019. This allows us time to enter all the item information into the catalog and get it to the printer. We need to receive the actual donated items no later than March 1, 2019.

What is an auction donor form (procurement form)?

A donor fills out an auction donor form (procurement form), which includes the donor's name, business information (if applicable), and a description and value of the donation. If you have the form with you when you are out, ensure that the donor receives a copy for their records (the yellow copy is theirs to keep). If you do not have the form at that time, you can always hop on the auction [website](#) with your smart phone or computer and email it to the business you are soliciting. We will send a letter to them confirming their donation and thanking them for their support. We can also provide verification of their donation for tax purposes. Don't want to fill out the donor form by hand? You can also donate directly [online](#).

Where can I find donor forms?

- Joan Reynolds (Main Office) or Alice Chang (Development Office, room 224)
- Meridian School [website](#)
- Auction [website](#)

Once I have filled out a donor form, whom do I give it to?

Give your form to Joan or Becca in the Main Office. You can also stop by the Development Office or email your form to [Alice](#).

I think my employer has a corporate matching program. What does that mean?

To find out if your employer offers a matching program, contact your Human Resources office. In the Seattle area, many companies will match charitable gifts given by their employees, which can double the size of your contribution to Meridian. Some local companies with matching programs include Adobe, Amgen, Boeing, Bill & Melinda Gates Foundation, Google, Microsoft, Starbucks, and US Bank. If you still have questions, please contact [Alice](#).



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Dear Meridian School Supporter:

Since 1976, The Meridian School has been dedicated to promoting a culture of academic excellence and social responsibility. Every year nearly 200 students help The Meridian School fulfill its mission.

Meridian's school program focuses on fostering the intellectual and social-emotional abilities of students. The core curriculum and specialist programs embrace a balance of strong academic focus with social-emotional development to create competent and caring members of the community and global-minded citizens. Meridian teachers nurture both the minds and hearts of their students by implementing and balancing a challenging curriculum that requires students to use critical thinking and problem-solving skills in conjunction with free choice and thoughtful contemplation.



Meridian's third through fifth grade students performed Bigfoot.

The Meridian School's 36th Annual Auction, *Meridian's Night to Shine!* will be held on March 23, 2019 at the Four Seasons Hotel in downtown Seattle. Please help support our students by contributing to our school's auction. The funds raised at this event go toward financial assistance for families, Customized Learning support for our students, professional development opportunities for our faculty, and service-learning and experiential learning opportunities that deepen our students' understanding and appreciation of the world around them.

We hope that you are inspired by the work our students are doing and will help our school continue to provide the exceptional education our students receive. Please consider supporting our students and our school's mission by contributing to our most important fundraising event of the year.

Thank you for your support,

Alice Chang
Development Associate & Events Manager
The Meridian School



2019 Meridian School Auction Sponsorship Packages

The Meridian School is seeking sponsors for our 36th Annual Auction, “Meridian’s Night to Shine; Spotlight on Empowering Educators, Inspiring Students” which will be held on March 23, 2019.

By becoming an auction sponsor, you are not only making a valuable contribution to our school and supporting our students, but you are gaining great exposure for your business. With nearly 300 attendees coming from neighborhoods across King County, you are sure to reach a wide audience.

Please consider joining our auction sponsors by selecting a sponsorship level for your business. The funds raised at this event go toward financial assistance for families, Customized Learning support for our students, professional development opportunities for our faculty, and service-learning and experiential learning opportunities that deepen our students’ understanding and appreciation of the world around them.

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| <p><u>Champion: \$5,000</u></p> <ul style="list-style-type: none"> • Company logo featured on photo backdrop • Name and Company Logo featured on auction website and school’s newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Special recognition by auctioneer at the event • Full-page advertisement in auction catalog • Two tickets to the event | <p><u>Premier: \$3,000</u></p> <ul style="list-style-type: none"> • Company logo featured on live auction bid cards • Name and company logo featured on auction website and in school newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Special recognition by auctioneer at the event • Full-page advertisement in auction catalog • Two tickets to the event |
| <p><u>Platinum: \$2,000</u></p> <ul style="list-style-type: none"> • Name and company logo featured on auction website and in school newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Special recognition by auctioneer at the event • Full-page advertisement in auction catalog • Two tickets to the event, valued at \$300 | <p><u>Gold: \$1,000</u></p> <ul style="list-style-type: none"> • Name and company logo featured on auction website and in school newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Full-page advertisement in auction catalog |
| <p><u>Silver: \$500</u></p> <ul style="list-style-type: none"> • Name and company logo featured on auction website and school’s newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Half-page advertisement in auction catalog | <p><u>Bronze: \$250</u></p> <ul style="list-style-type: none"> • Name and company logo featured on auction website and in school newsletter • Thank-you on our two school video monitors • Featured signage at the auction • Quarter-page advertisement in auction catalog |

Thank you for considering auction sponsorship! Your contribution helps Meridian continue to provide an exceptional education to our students. To sponsor the auction, please contact Alice Chang at achang@meridianschool.edu or 206-632-7154.