

**What is the KMSU Auction?**

The KMSU Auction is an annual live television auction that Minot State broadcasting students host on the campus television station, KMSU Channel 19.

When is it?

Thursday, November 30, 2023, at 6:30 p.m. on KMSU Channel 19 and streamed on YouTube Live.

How does it work?

Businesses donate items to be auctioned off live on KMSU Channel 19. All items are organized into packages and auctioned off live on the air by student talent. Viewers call in and place bids on-air during the allotted time period. The high bid wins the package. This is a unique way for all those who donate to market their businesses to the Minot community and surrounding areas.

Where does the money go?

Each year a portion of our proceeds are donated to a local charity. This year Domestic Violence Crisis Center was chosen. The remaining funds are used within the Professional Communication department at Minot State. Those funds are used for student scholarships, conference submissions and equipment, among many other needs. Over the past 23 years, the KMSU Auction has raised more than \$100,000 and has donated money to a number of local charities and nonprofit organizations.

What if you don't have physical items to donate?

Package sponsorships are available. Sponsors of packages are mentioned during the auction when packages are presented on air.

What you get as a contributor:

Contributing individuals and businesses will be mentioned on the local access Channel 19 scroll, various promotional materials, recognition on our Facebook page, and our KMSU Auction website as well as the night of the auction.

Become a partner of the auction:

Businesses or individuals who donate \$750 or more in items or sponsorships are considered partners of the KMSU Auction. Partners will have the opportunity to be a guest on the auction preview show and receive special recognition in our advertisements and other on-air promotions and an exclusive segment during the auction.

We are a nonprofit organization; all donations are tax deductible.

Our ND Tax Exemption Number is E-5412 and our Federal Identification Number for 501(c)(3) designation is #45-6002481. An invoice or receipt is available upon request.

Contact: Janna McKechnie 701-858-3373, janna.mckechnie@minotstateu.edu www.KMSUAuction.com

CONTRACT

Thank you for your donation; all items are greatly appreciated. Your donation may be grouped with others to form packages. While your product is being auctioned, your business will receive a live on-air mention. In the business/item information space provided below, please include any details of your business that you would like mentioned on the night of the auction.

BUSINESS NAME:

ADDRESS:

PHONE NUMBER:

BUSINESS REPRESENTATIVE:

BUSINESS AND ITEM INFORMATION:

Student Representative: _____

ITEMS

RETAIL VALUE

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SPONSORSHIP

VALUE

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1 Package sponsorship - \$50.00 each

- * Plain text on plain background
- * Add logo is extra \$25.00

10 package sponsorship - \$450.00

- * 1 is free
- * logo fee is waived

20 package sponsorship - \$900.00

- * 2 are free
- * logo fee is waived
- * Get two 15 - 30 second videos

40 package sponsorship - \$1,800

- * No logo fee
- * 4 are free
- * Get four 15 - 30 second videos

Guest Appearance on Preshow