



February 29 - March 5, 2024

# WHAT IS MARCH MANIA?

March Mania is an annual online auction held by Presbyterian Day School. Currently in its fifteenth year, the auction is aimed at parents, grandparents, and alumni of one of the Memphis area's most prominent schools.

## GREAT DEMOGRAPHICS

With an alumni list that reads like a who's who in the Memphis community, our sponsors and in-kind donors are reaching the parents and grandparents of nearly 500 boys along with thousands of alumni living in the area.

The auction catalog and postcard are mailed to nearly 5,000 addresses, and the auction website receives over 60,000 impressions during the auction. This is the target market you want to reach, and we can help!

## JOIN US!



PDS is celebrating our 75th year and we anticipate our 15th auction being the most successful to date. Last year, we raised over \$130,000. *We hope you will join us by donating an item or experience to the auction or by becoming one of our sponsors!*

Proceeds from the auction help support the school's need-based financial aid program, salaries and benefits for faculty, key educational programs, our *Building Boys, Making Men* character education program, campus security, and many of the other initiatives that help us help boys thrive.

## HOW CAN WE HELP?

If you have any questions about March Mania, contact Laura Lee Jones at 901-842-4653 or [ljones@pdsmemphis.org](mailto:ljones@pdsmemphis.org)



## CORPORATE SPONSORSHIP INFORMATION

Multiple opportunities for exposure for your business: auction catalog, auction website, kickoff party, school social media, carline!

	Cost	Catalog Ad	Logo on Catalog Cover	Auction Website Ad	Social Media Mention	Kickoff Party Tickets	Emcee Mention at Party	Signage at Party & Carline	Party Add-On Cost
<b>Presenting</b> 	\$7500	Spread	✓	✓ Static	✓	8	✓	✓	
<b>Diamond</b> 	\$5750	Full-Page	✓	✓ Top, Rotating	✓	4	✓	✓	+\$500 Optional
<b>Platinum</b> 	\$2500	Full-Page		✓ Top, Rotating	✓	2			+\$500 Optional
<b>Gold</b> 	\$1250	1/2 Page		✓ Top, Rotating	✓				+\$1000 Optional
<b>Silver</b> 	\$750	1/4 Page		✓ Bottom, Rotating	✓				+\$1000 Optional
<b>Bronze</b> 	\$500	1/8 Page		✓ Bottom, Rotating					+\$1000 Optional
<b>ADD ON: Party</b> 	Varies					2		✓	

Get access to some of Memphis' most highly sought after customers:

**over 400**  
PDS parents

**over 1,000**  
grandparents

**over 300**  
kickoff party attendees  
(last year was sold out!)

**over 3,000**  
alumni and other friends of the school

### HOW CAN WE HELP?

If you have any questions about March Mania,  
contact Kim Bridgforth at 901-842-4606 or [kbridgforth@pdsmemphis.org](mailto:kbridgforth@pdsmemphis.org)

## Catalog Placement



← Gold - Half-Page  
7 x 4.6 inches

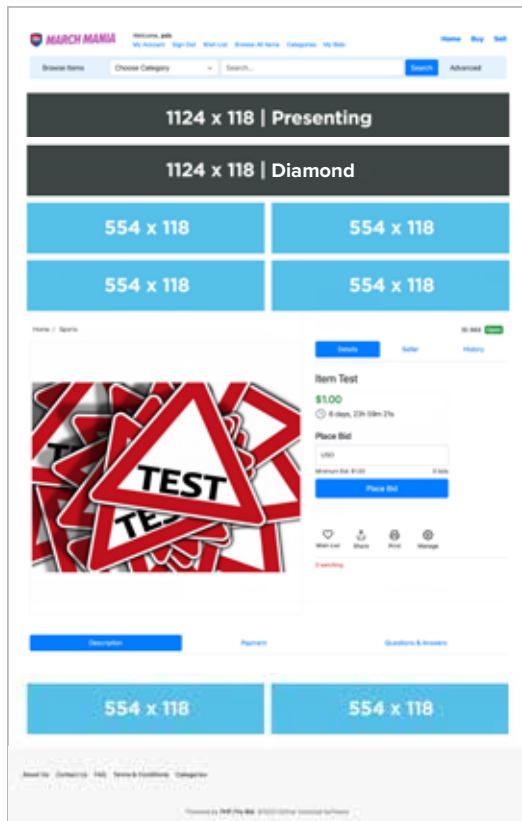
← Silver - Quarter-Page  
3.4 x 4.6 inches

← Bronze - Eighth-Page  
3.4 x 2.2 inches

Full-Page  
8.5 x 11 inches (add a .185 inch bleed)

## Web Placement

Ads rotate randomly every 8 seconds.



← Presenting (Static)  
Diamond (Rotating)  
1124x118 pixels

← Platinum  
Gold  
554x118 pixels

(Blue ads are weighted  
so that higher-level  
sponsors appear more often)

← Silver  
Bronze  
554x118 pixels



## CORPORATE SPONSOR CONTRACT

### QUESTIONS?

Kim Bridgforth 901-842-4606  
or kbridgforth@pdsmemphis.org

### Sponsor Information

SPONSOR NAME

CONTACT NAME

CONTACT PHONE

CONTACT EMAIL

WEBSITE

MAILING ADDRESS

### Package

☐ Presenting Sponsor \$7500    ☐ Diamond Sponsor \$5750    ☐ Platinum Sponsor \$2500    ☐ Gold Sponsor \$1250    ☐ Silver Sponsor \$750    ☐ Bronze Sponsor \$500

#### PARTY ADD-ON

☐ \$500 (Diamond | Platinum)    ☐ \$1000 (Gold | Silver | Bronze)    *Includes 2 tickets to Kickoff Party & Small Signage at Party*

#### ARTWORK: WILL YOU BE PROVIDING ARTWORK FOR YOUR A?

☐ Yes    ☐ No    *If yes, please send artwork to wbaccus@pdsmemphis.org. DEADLINE: December 14, 2023.*

SIGNATURE

DATE

Please fax completed form to 901-327-7564.

Artwork Deadline: December 14, 2023

## PRESBYTERIAN DAY SCHOOL'S ANNUAL ONLINE AUCTION

Proceeds help support financial aid,  
professional development for faculty,  
and campus security.



**Presbyterian Day School**  
*Where boys thrive.*



## ITEM DONATION

### QUESTIONS?

Laura Lee Jones 901-842-4653  
or [ljones@pdsmemphis.org](mailto:ljones@pdsmemphis.org)

### ONLINE VERSION

*Rather fill this out online? Visit [pdsmemphis.org/mmitem](https://pdsmemphis.org/mmitem)*



### Item Information

ITEM NAME	DONOR NAME AND/OR COMPANY NAME
CONTACT NAME	CONTACT PHONE
CONTACT EMAIL	WEBSITE

MAILING ADDRESS

VALUE OF ITEM

\$

EXCLUSIVITY

☐ Please limit bidders to current PDS parents or grandparents only

STATUS

☐ Item to be delivered to PDS

☐ Gift certificate provided

☐ PDS to create gift certificate

COMMITTEE MEMBER

CATEGORY (CIRCLE ONE)

Art

Dining/Wine

Jewelry

Sports Tickets

Camps

Entertainment

Memorabilia

Travel/Getaways

Celebrating / Parties

Health/Beauty/Fitness

Parties

Children

Home and Garden

Pets

Clothing

Hunt/Fish

Services

DESCRIPTION OF ITEM (INCLUDE EXEMPTIONS, BLACKOUT DATES, AGE RESTRICTIONS, SPECIFIC MINIMUM BID, ETC)

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