



Dear Friend,

I invite you to support a very worthy educational cause while also promoting your business to a diverse group of San Francisco families. Children's Day School (CDS), located in the heart of San Francisco across from Mission Dolores, is holding its annual benefit auction, Bid & Bash, on March 13, 2020 at Bimbo's 365 Club. The auction proceeds benefit the school's sliding-scale tuition program. We believe that access to a good education is the best gift we can give our kids.

Sliding-scale tuition allows CDS to maintain one of the most socio-economically diverse student bodies of any independent school in the city. The result is an inclusive and vibrant community reflective of the great city we live in. CDS offers a preschool through 8<sup>th</sup> grade education, and a third of CDS families receive tuition assistance. This is only made possible by the generous support of our CDS families and our surrounding business community. **Please support our vision by donating goods and services to our important auction.**

**Your generous donation will be promoted with your business branding as part of our online auction, which occurs during the two weeks leading up to the event and is heavily advertised to more than 350 families.** Significant donations will also be featured in our printed materials and in our live auction on the night of the event, where we expect approximately 400 attendees. The CDS families, faculty, staff, and friends value the generosity of our community partners and strive to support them in return.

Donation Form: Please complete and return the enclosed 2020 CDS Bid & Bash Item Donation Form with gift certificates, promotional materials, etc.

**CDS is a 501(c)(3) organization and your donations are tax deductible to the extent allowed by law. Our federal tax identification number is 94-3248631.** To donate, or to ask any questions regarding CDS and our auction please contact the Advancement Office at (415) 861-5432 x357 or [advancement@cds-sf.org](mailto:advancement@cds-sf.org).

On behalf of the students and everyone at Children's Day School, thank you very much for your support.

Sincerely,

A handwritten signature in blue ink that reads 'Jeanna Yoo'.

Jeanna Yoo  
Director of Advancement





# CDS Auction Donation Form

## CONTACT INFORMATION (Please print or type)

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Donor Name To Appear in Catalog: \_\_\_\_\_

Contact Name (If donor is a company): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

## DONATED ITEM (Please print or type):

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Name of Item Donated: \_\_\_\_\_

Estimated Value: \_\_\_\_\_ Solicited By: \_\_\_\_\_

Description of Item: \_\_\_\_\_  
\_\_\_\_\_

Restrictions/Expiration Date: \_\_\_\_\_

## DONATION CATEGORY (Circle one)

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Travel    Dining    Food & Gourmet    Wine and Spirits    Family Fun    Kids Camp & Classes    Home Décor & Pets  
Books, Media & Toys    Sports & Fitness    Services & Photography    Spa & Beauty    Event Tickets    Clothing & Accessories

## DONATION INFORMATION (Check all that apply)

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- Item or gift certificate is included with form
- Use this form as a gift certificate
- Donor will deliver item to Children's Day School by **February 8, 2020**
- Please contact donor to have item picked up by Children's Day School
- Image and/or logo available (please send to [advancement@cds-sf.org](mailto:advancement@cds-sf.org))
- We are interested in sponsoring the 2020 Auction. Please contact me with more details.

**Please make a copy of this completed form for your files and return to:  
Advancement Office, Children's Day School, 333 Dolores Street, San Francisco, CA 94110  
Phone: (415) 861-5432 x357 • Fax (415) 861-5419 • [advancement@cds-sf.org](mailto:advancement@cds-sf.org) • [www.cds-sf.org](http://www.cds-sf.org)**

**Thank you for supporting Children's Day School – registered 501(c)(3) non-profit Tax ID #94-3248631**



Dear Friends,

On March 13, 2020, Children's Day School (CDS) will hold Bid and Bash, our annual community benefit auction at Bimbo's Nightclub in North Beach. This event directly benefits CDS' sliding scale tuition. Each year over \$3.2 million is awarded – and nearly a third of the students receive sliding scale tuition. CDS is proud to be a leader in socioeconomic diversity among San Francisco independent elementary schools, **Become a Bid & Bash sponsor and support the school's tuition assistance program that provides support to 130 students in San Francisco.**

**CDS Bid & Bash 2020 will attract 400 attendees and offers wonderful benefits and visibility to our sponsors** (see attached sponsorship descriptions). At last year's auction we were able raise over \$370,000 for sliding scale tuition. This event will feature live and online auctions, dinner, dancing and entertainment. The online auction will be open for three weeks and is broadly publicized in the CDS community and beyond.

**About our School:** CDS is a preschool through eighth grade co-educational independent school in San Francisco with 476 students. CDS has two campuses in the Mission Dolores neighborhood. The main campus is on Dolores Street (333 Dolores) between 16th and 17th Streets, directly across from the historic Mission Dolores and behind Notre Dame Plaza, and features a farm and garden with sheep and chickens. The middle school campus is at 601 Dolores, an award-winning historic building, directly across from Dolores Park.

**Auction Proceeds:** All net proceeds will be used to support the sliding scale tuition CDS. 27% of our students receive financial assistance, which ensures that the school maintains an economically diverse student body. We need the support of our parents, friends and community to help us continue to provide inclusive and accessible education for students of all socio-economic backgrounds.

**Benefits of Your Support:** By sponsoring Bid & Bash you will receive a unique opportunity for invaluable exposure to 400 anticipated guests that include CDS families and friends in the San Francisco Bay Area (17 San Francisco zip codes represented). You will receive recognition in our marketing materials, including our online auction website, auction catalogue, annual report and other school publications.

**Sponsorship Form:** Please complete and return the enclosed sponsorship form and your promotional materials by February 8, 2020 in order to have your organization listed in the auction program. If you have any questions regarding your donation or would like to discuss specific sponsorship opportunities, please contact the Advancement office at 415-861-5432 x357. **CDS is a 501(c)(3) organization and your donation is tax deductible to the extent allowed by law. CDS' federal tax identification number is 94-3248631.**

Thank you for your support!

Sincerely yours,

Jeanna Yoo  
Director of Advancement





## 2020 Auction Sponsorship Levels and Underwriting Opportunities

On March 13, 2020, CDS will hold Bid & Bash, our annual community benefit auction at Bimbo's 365 Club. This event includes a raffle and online and live auction and directly benefits CDS' sliding scale tuition program. This year, our theme for the event is 70s Boogie Down - from Rock n' Roll to Disco Fever, how will you boogie on the dance floor?

### 2020 Sponsorships

Sponsorships are vital to the success of CDS' auction. Your sponsorship donation may be tax deductible and helps underwrite the event.

- Far Out Sponsor - \$10,000**
  - Two-page spread in auction program & recognition at event
  - Prominent listing on our online auction page and in the auction program
  - Brand promotion on auction paddle
  
- Groovy Baby Sponsor - \$5,000**
  - Full-page ad in auction program
  - Prominent listing on our online auction page and in the auction program
  - Brand promotion on auction paddle
  
- Good Vibes Sponsor - \$2,500**
  - Half-page ad in auction program
  - Prominent listing on our online auction page and in the auction program
  
- Cool Cat Sponsor - \$1,000**
  - Quarter-page ad in auction program
  - Prominent listing on our online auction page and in the auction program
  
- Fab Sponsor - \$500**
  - Marketplace ad in our auction program
  - Prominent listing on our online auction page

### 2020 Underwriting Opportunities

Underwriting is another way to support the auction and help cover expenses, thereby increasing the event's proceeds to benefit sliding scale tuition. Underwriting donations are 100% tax deductible.

- Superfly:  
Dinner Underwriter - \$5,000**
  
- Studio 54:  
Cocktail Party Underwriter - \$2,500**
  
- I Will Survive:  
DJ & Party Underwriter - \$2,500**
  
- Saturday Night Fever:  
Decorations & AV Underwriter - \$1000**
  
- Out of Sight:  
Faculty Ticket Underwriter - \$1,000**  
We love our faculty to attend the event for free, so please consider underwriting faculty tickets.
  
- Peace & Love – Any Amount**  
Gifts of all sizes help us underwrite the event.

Sponsors and Underwriters at the \$500 level and above will be listed in the auction program and will have the option of a marketplace ad in the auction program. **Must be received by February 8, 2020.**



## Sponsor and Underwriter Information

Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to Children's Day School.

Please charge \$ \_\_\_\_\_ to my credit card: \_\_\_\_\_  
CC # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Sec. Code \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name(s) as you prefer to be listed on acknowledgements/materials: \_\_\_\_\_

To make your sponsorship gift online visit: <https://www.cds-sf.org/bidandbash>

### Ad Specs

\$10,000 Sponsorship Level – Two Full Pages - 6" wide x 7.5" tall

\$5,000 Sponsorship Level - Full Page - 6" wide x 7.5" tall

\$2,500 Sponsorship Level - Half Page - 6" wide x 3.625" tall

\$1,000 Sponsorship Level - Quarter Page - 2.875" wide x 3.625" tall

\$500 Sponsorship Level – Marketplace – Line logo

**Please attach your logo/artwork/photo or email it to [advancement@cds-sf.org](mailto:advancement@cds-sf.org) in JPEG format and return this form with your check by February 8, 2020 to:**

**The Advancement Office  
333 Dolores Street  
San Francisco CA 94110**

Children's Day School 333 Dolores Street, San Francisco, CA 94110 - (415) 861-5432 x357  
CDS is a 501(c)(3) organization and your contribution is tax deductible to the extent allowed by law. CDS's federal tax identification number is 94-3248631.

**Thank you for supporting Children's Day School**