



1056 Arsenal Street  
 Watertown, NY 13601  
 315-782-3142 (phone)  
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 auction@wpbstv.org

# 2021 Holiday Auction Donation Form

wpbstv.org/auction

AUCTION OFFICE  
 62- \_\_\_\_\_  
 Item# \_\_\_\_\_  
 Lot# \_\_\_\_\_  
 Location \_\_\_\_\_  
 Associate \_\_\_\_\_  
 Date \_\_\_\_\_

## Showcase Your Business, Product, or Service on line and TV!

### Donor Levels & Benefits

1. Please donate an item(s) that best represents your business and **appeals to a large audience**.
2. The more valuable your donation, the more promotion and visibility you'll receive.
3. In order to get into the on-air production, **donations must be in before November 12**.
4. All items are listed with your donor information on the virtual auction platform (ClickBid).
5. You'll receive a tax receipt.

Platinum \$1,000+ (single item)	Gold \$500-999 (single item)	Silver \$250-499 (single item)	Bronze \$50-249 (single item)
A 30-second video promoting your donation and business. <b>Four</b> or more featured presentations during the series.	A 15-second segment promoting your business and donation to play during the series.	Your business featured <b>three</b> times during the series.	Your business featured <b>once</b> during auction.
<b>Premium</b> listing with links on all social and on-line platforms	<b>Premium</b> listing with links on all on-line platforms.	<b>Premium</b> listing with links on on-line platform	Listing with link on on-line platform

**NEW!!** Since this production will be pre-taped, there are options for short videos (either self-taped or WPBS staff taped) that can play during the series. **Instructions for videos submitted on back.**

### Donor Information

Company \_\_\_\_\_ Anonymous Yes / No  
 Contact Name \_\_\_\_\_ Telephone \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/ Province \_\_\_\_\_ Zip/ Postal \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

### Item Information

Item Name \_\_\_\_\_  
 Quantity \_\_\_\_\_ Value of Each US\$ \_\_\_\_\_ Total Value US\$ \_\_\_\_\_

Provide by November 12 <input type="checkbox"/> Actual Item <input type="checkbox"/> Sample <input type="checkbox"/> Video (Champion level) <input type="checkbox"/> Email Images/ Graphics <input type="checkbox"/> Website Images/ Graphics	<b>**Certificates**</b> Expiration Date _____ <input type="checkbox"/> Supplied by Donor <i>*preferred*</i> <input type="checkbox"/> Created by WPBS-TV	<b>WPBS-TV Use Only</b> <input type="checkbox"/> Pick up <input type="checkbox"/> Drop off <input type="checkbox"/> Mail Date _____ Associate _____
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Description of item, restrictions, limitations (if any):

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### Terms and Exceptions

All donated items become the property of WPBS-TV. Due to time constraints, **some items may not appear on-air and may only be visible online**. Donated items valued at **<\$50 will be 'lotted' with other items and/ or may not appear on-air**. Some graphics and descriptions may be obtained from donor websites. Art, antiques, and collectibles should be in marketable condition. WPBS-TV reserves the right to authenticate the value of donations and to approve all scripts for presentation. Receipt will be supplied via mail by the Auction Office after an annual audit. Signing this form authorizes WPBS-TV to contact you via phone, fax, email, and/or mail in the future.

Donor Signature

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### To deliver to us the very best video for air, please follow these tips:

- Please have your phone **horizontal** when you begin recording. (Sideways as opposed to straight up and down) Either use a tripod, or set it up so it's steady. Having someone hold it may give your video the "wiggles."
- Make sure there are **no fans, TVs, air conditioners, heaters, loud refrigerators, airplanes, running vehicles or other units running while you're recording**. Ensure **no one else is talking** in the other room, too. This additional ambient noise will distort your audio and you we won't be able to hear you! So hush is the magic word when making your video.
- Please wear a **solid color shirt** with no logos – unless the logo is related to your business. Then of course you can wear it! Leave your Nike shirt in your drawer.
- Ensure there are **no windows or lights behind you, to your right, or to your left**. This is very important. This can darken your face and we won't be able to see you! Any lights or windows should be **directly in front of you**, and will actually aid in allowing us to see your face.
- You should situate your **phone or camera so it is eye level with you, maybe a wee bit higher**. We think you have a beautiful nose. But we want to look at it, not up it. :) Stack the phone or tablet on books or a table, if need be.
- You should be between **2 foot and 6 feet from your phone**. Any further away, and the sound quality will lessen and echo. You *especially* don't want to set the phone up to record on the other side of the room. Be in close proximity, and you should be okay.
- Lastly, when you hit record, **wait 5 seconds before you start speaking**. When you're done speaking, **wait five seconds before you step forward and turn the recording off**. This allows our editors space to fade in and fade out with your video. It will seem awkward, but just be still and look at the camera and smile as you count to 5 silently in your head. The viewer won't see you staring awkwardly. Again, we ask for this 5 seconds as "padding" so our editors have space to fade your video in and out.
- **Speak clearly and project**. If you're soft spoken, you'll need to speak up.

As always, look your very best and smile!