

4th annual
Desert Charity
BACHELOR AUCTION
Saturday, March 17th, 2012 | Fashion Week El Paseo
Benefiting **SHELTER FROM THE STORM**

Overview of Bachelor Auction

Auction Goal: \$100,000

Where: Fashion Week El Paseo tents (off Larkspur), Palm Desert, CA

When: Saturday, March 17th, 2012

Attendees: 500 women (35-65 yrs)

Attire: Desert Cocktail

Agenda:

6:30 pm - 7:30 pm Man-Tini Cocktail Reception

7:30 pm Auction Begins

Emcees: Patrick Evans & Todd Piro

Auctioneer: Stuart Green

Producer: Dr. Audrey Reed

Auction Tickets:

\$65 Reserved Seating

\$50 General Seating

All tickets sold by Palm Springs Life – FashionWeekElPaseo.com

Date & Raffle Prizes:

Donations for the auction date packages and raffle will receive a tax letter for the full retail value of the donation from Shelter from the Storm. A completed tax form will be required.

Marketing / Press:

- BachelorAuctions.com website, linked to FashionWeekElPaseo.com website
- Press Releases
- Digital sign board at Fashion Tent
- KPSP Local 2 News and event coverage
- Palm Springs Life website and social section
- Auction Program Guide (with bidding #)
- Social Marketing (Facebook & Twitter)



...providing comprehensive services to victims of domestic violence professionally, ethically and compassionately.

A MARLO PRODUCTIONS INC. Event