

***The 2010 Channel 10 Great TV Auction  
April 23<sup>rd</sup> through May 1st***

**Donation Levels**

- \$80 to \$499** Each single item within this value range (or multiple grouping totaling \$80 or more) receives one on-air presentation.
- \$500 to \$999** Each **single** item within this value range receives multiple same day customized video or live presentations.
- \$1000 +  
(Super Board)** Each **single** item at or above this value range receives a 20-30 second customized presentation of the item, featured 3 to 15 times over 2 to 9 days in proportion to the value of the item.

**Lucky 9** - For nine items or services each valued at \$80 or more, receive nine days of 15 to 20 second on-air promotion. Each item is promoted once per day during the general merchandise portion of the auction.

**Daily Double** - For eighteen items or services each valued at \$80 or more, receive nine days of 15 to 20 second on-air promotion. Each item is promoted twice per day during the general merchandise portion of the auction.

**Multiples** - Identical items (size, color, etc.) that can be grouped together to meet the minimum on-air presentation value of \$80. Each multiple item must be valued at \$20 or more. Example: 4 alarm clocks, each valued at \$20, for a total of \$80 receiving one on air presentation. The four highest bidders will each receive one alarm clock. Example: 6 dining certificates, each valued at \$40, for a total of \$240 receiving three on-air presentations. The certificates will be auctioned in pairs for each presentation with the two highest bidders for each presentation receiving one certificate.

**Major Gift Plan**

- Daily Board** With a minimum donation of \$500 to \$999, you will receive multiple 20 second customized video or live presentations featured on the same day.
- Super Board** With a minimum donation of \$1,000 or more, you will receive a 20 to 30 second customized video presentation highlighting your product/service featured 3 – 15 times over 2 – 9 days in proportion to the value of the item. The higher the donation value, the more days of the auction you will be showcased. The spot will be produced by Channel 10 in our studio with your item or images that you provide.

*Donations with a total value under \$80 are gladly accepted, but do not receive on-air promotion unless they fall under the multiple category. These items are sold in our Outlet Shop. All items must be new unless artwork, antiques, or legitimate collectibles. You may be asked to provide an appraisal or other proof of value for artwork, collectibles or antiques valued over \$2,000.*