

ROTARY CLUB OF



RICHMOND HILL

CHARTERED IN DISTRICT 7090 BY ROTARY INTERNATIONAL IN 1952

ROTARY/ROGERS TV AUCTION

Saturday, December 3, 2016

Sunday, December 4, 2016

Dear Friend of Rotary,

The Rotary Club of Richmond Hill is organizing the 37th annual TV Auction on December 3 – 4, 2016. This event has raised over \$2 million since it began in 1979 and the auction has become a cornerstone of the charitable calendar in York Region. As a donor, this year, you can help to support local non-profit and charitable organizations. We thank you for your generosity.

This auction on Rogers Television has a reach of approximately 250,000 homes and 500,000 people. The website, www.tvrotary.com, had over 150,000 hits last year. People all over York Region organize parties where they watch the auction late into the night, bid on items and buy gifts for their friends and family. Our committed viewership is an ideal audience for you to advertise your business.

For each donation you make, your generosity will be recognized on air and repeated over the course of a six to eight minute grouping. As a donor, your company will help the community and receive exceptional advertising value! Once your item is entered into our computer system, it and your company will also be advertised on our website as part of the catalogue starting in the fall of 2016. The sooner you make a donation, the sooner your ad goes up online.

The auction also allows for online bidding. This allows bidders from outside York Region to see the items and donors and participate in the auction.

Thank you kindly for your support of this important fundraising event. It is through donors like you that we will continue to serve our community.

Yours truly,

Dr. C.P. Giri
2016 – 2017 President
Rotary Club of Richmond Hill

Organizations supported by the TV Auction: Canadian Spinal Research Organization, Rotary Club of Richmond Hill, Eva's Initiatives, Sunshine Foundation, My House: Rainbow Resources of York Region, Caribbean North Charities Foundation, 360° Kids, High Notes, Ontario Lung Association, Rotary Club of Markham-Unionville,