



Livermore Valley Wine Auction

Memorandum of Understanding for Beneficiaries

Organization Name

As one of the principal charitable beneficiaries of the net proceeds from the Livermore Valley Wine Auction, the efforts of your organization are integral to the success of the Auction. The following outlines our mutual understanding of your organization's minimum commitment for the upcoming Auction:

1. To provide public relations support and promotional materials to the Auction's public relations/media designee regarding your organization as requested. Provide additional public relations assistance as appropriate to your communications channels. This could include: listing the Livermore Valley Wine Auction in your newsletter, website, press releases, etc. Announce and/or list Auction events and results as appropriate on calendar listings and donor acknowledgments. Provide contact information for philanthropic donors. Identify and provide contact information for your organization's designated spokesperson. Ensure spokesperson's availability to speak with media in advance of the Auction, at the Auction, day after and post Auction. Provide information and graphics (logo, photographs) about your organization for use in a variety of public relations and marketing materials.
2. To provide names and contacts of potential corporate sponsors, or assistance with soliciting sponsors identified by the Auction Committee.
3. To authorize and permit the Livermore Valley Wine Auction to use your organization's name/logo/photographs in any and all promotional material for the Auction. Provide photos in jpg format for use in all materials.
4. Present annual report accounting for how Auction funds were used, programs funded and children served. Stories and photos will detail the programs funded.
5. Provide all required reports to the Auction Board as requested
6. Write an article for the Auction catalog (300+ words) and newsletter (150 words).
7. To provide the Auction with one high-end lot (with a minimum value of \$2,500). Examples include a travel package, event tickets not easily obtainable, a rare wine, an unusual experience or contact with a celebrity, use of a helicopter, cruiser, etc. Live lots can also be vacation homes, dinner at a home themed around special wines and catered by a local chef etc. Use the resources of your board to create something unique and special.
8. To provide live Auction volunteers (approximately 15-20) to attend one orientation (usually 2 weeks prior to event), to help with the event set up, registration, Auction sales and pick-up. The Auction's Volunteer Coordinator will assign and direct these volunteers' activities.
9. Agree to host a minimum of one table of ten. Please keep in mind that active bidders and high donor participation are crucial to a successful event.

Please sign below to acknowledge your organization's receipt and acceptance of the minimum levels of commitment outlined above and that your organization will make good faith efforts to provide this support to the Auction. If your organization can enhance its level of commitment or wishes to propose alternative services that your organization could provide for the Auction, please call us at 925.321.8338.

Signature

Title

Date