



Hello!

Thank you for considering how you can support Odyssey School—a 501c3 Pre-Kindergarten through 12th grade Integral Design school. Odyssey is celebrating 16 years as an independent program that prepares students to lead in the 21st Century with an authentic sense of self!

Parent volunteers are helping to organize our online auction and spring fundraiser and we are so thankful for your time and consideration in joining us this year.

This packet contains information about our promotional opportunities and how we hope your business can meaningfully benefit from and have fun while participating.

Our 2022 “Dynamic Together” all-online auction is powered by 32Auctions, and will include both big and small ticket, donated items from our talented parents, local entrepreneurs, vacation home managers, artists, experts, outdoor recreation enthusiasts, and beloved or local Asheville brands and go-to outlets like yours!

Because our auction is online, we expect great engagement from both local visitors and those out of town (families and those coming to us from media), so many opportunities for repeat and very positive exposure for your business.

Many of our donated items will be combined to create unforgettable experiences and beloved memories and we'd be so thrilled to have you join us..

To participate, please complete the attached form to accurately feature your item and business details on our 32Auctions website. You can also email bbrittain@odysseycommunity.org for assistance in participating. Please also have the item ready for pickup by April 22 by a parent volunteer. **We launch on April 29, 2022 and close on May 20, 2022 at 8 pm.** With your donation to our auction you will also be given a “special thanks” on our IG story @learnavl as well as at our closing all school event on May 20th.

Raised funds support our annual campaign which goes to need-based tuition assistance, literacy and science resources, teacher salaries, and additional student and family support.

Most sincerely,

The Odyssey School volunteers

Please learn more about our school at odysseycommunity.org



DYNAMIC TOGETHER ODYSSEY SCHOOL'S ONLINE AUCTION



LAUNCH DATE: Friday, April 29, 2022
CLOSING DATE: Friday, May 20, 8:00pm

INSTRUCTIONS & DESCRIPTION FOR DONATED ITEM: Please send the following information (by April 22), with well-staged images and/or website link to Barbi Brittain at bbrittain@odysseycommunity.org. The auction website is: 32auctions.com/OdysseySchool2022

NAME OF CONTRIBUTOR:

WEBSITE FOR CONTRIBUTOR *as it is to be published on the 32Auctions website:

CONTACT INFORMATION FOR CONTRIBUTOR *not to be published on the 32Auctions or shared otherwise.

Email:

Cell Phone:

DESCRIPTION OF CONTRIBUTION: *please write this as you would like for publication. Space limitation/edits may apply. Be careful to detail blackout dates, restrictions, and special gift certificate redeeming information.

OUTRIGHT VALUE OF DONATED ITEM: \$_____

MINIMUM BID OF: \$_____

SIZES & SPECIAL NOTES ABOUT HOW TO AWARD / DELIVER TO WINNER:

About Odyssey's Outreach & Promotion:

Our local impact is huge! Here are few aspects of our general school community demographic:

- Our school community is composed of more than 250 parents and professionals from wide ranging areas including medicine and mental health; law, government, and social justice initiatives; technical design/engineering, technology and publishing fields; baccalaureate education; agriculture, tourism, art, and local entrepreneurship.
- Odyssey is a community institution valued for its commitment to support racial justice, non-traditional family constellations, diverse faiths, and individuality in all forms.
- Our parental and extended families support the local economy, are tastemakers, and deeply appreciate charitable participation.

This online auction will attract bidders from all over the U.S. as Odyssey has a network of extended family and friends that support the school, expanding viewership to more than 1,000. The auction will have additional local interest with sponsors and bidders through our online and social outreach.

- Our website has an average of more than 120,000 visitors annually.
- We enjoy consistent, positive reviews on websites such as Niche, GreatSchools and Private School Review. Odyssey's High School is rated as one of the best schools for the arts in the state.
- Our social media has thousands of users. Our open and closed group Facebook pages present excellent opportunities to get your brand in front of new audiences.

We advertise with Blue Ridge Public Radio, *Mountain Xpress*, Facebook, *Asheville Citizen-Times*, and through our own educational podcasts.

COMMUNITY PARTNER

Or become a **"Dynamic Together" Community Partner!** Odyssey seeks local business and individual donors to support the school and enjoy the many promotional benefits we offer. Astronomical thanks to those who step up this year!

o **\$1,500 – Zestful**

- Full page sponsorship ad in Odyssey's 2022-23 school yearbook.
- Verbal gratitude in our "Dynamic Together" party event Friday, May 20th, 7 PM and in event announcements
- Logo placement on Odyssey School's website that receives nearly 120,000 visitors annually, for a full year (until May 2023)
- Logo placement in monthly all-school newsletters sent to 250+ Asheville area households (4 months)
- Logo placement and three (3) mentions on Odyssey School's Parliament Facebook page with more than 200 page users + sponsorship mention on closed Facebook pages
- Special thanks on all printed materials and on the auction site

o **\$1,000 – Connector**

- Logo in Odyssey's 2022-23 school yearbook.
- Verbal gratitude in our "Dynamic Together" musical performance, live on closing event Friday, May 20th, 7 PM and in event announcements
- Logo placement on Odyssey School's website that receives nearly 120,000 visitors annually, for a full year (until May 2023)
- Logo placement in monthly all-school newsletters sent to 250+ Asheville area households (4 months)
- Logo placement and three (3) mentions on Odyssey School's Parliament Facebook page with more than 200 page users + sponsorship mention on closed Facebook pages
- Special thanks on all printed materials and on the auction site

o **\$500 -- Innovator**

- Logo placement on Odyssey School's website (more than 120,000 visitors annually) until January 2023
- Logo placement in three (3) monthly released all-school newsletters sent to 250+ Asheville area households (3 months)
- Logo placement and two (2) mentions on Odyssey School's Parliament Facebook page with more than 200 page users
- Special thanks on all printed materials and on the auction site

o **\$250 -- Partner**

- Logo placement and one (1) mention on Odyssey School's Parliament Facebook page with more than 200 page users
- Special thanks on all printed materials and on the auction site

To become a “Dynamic Together” Community Partner contact:

Barbi Brittain, Odyssey School

bbrittain@odysseycommunity.org

Kristin Harkey, Admissions, Odyssey School

kharkey@odysseycommunity.org or call or text 828-279-1624