



# CBU Auctions Partnership Program

*Exceed your fundraising goals*



**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**  
Commercial Member





## About the program



180+ weekly participating locations in the United States, including Alaska and Hawaii, and Puerto Rico.



Auctions in Action, CBU's passive fundraising program will allow your organization to receive recurring revenue at zero cost.



CBU's fundraising programs are fully customizable to uphold brand standards while maximizing results.

## Why work with us?



CBU has successfully raised over **\$16 million** for charities and non-profits across the nation.



Zero cost and zero risk to the participating location.



CBU's proven platform will play a key role in your organization meeting and exceeding fundraising goals.



The CBU team handles virtually all auction logistics, requiring minimal resources from the host location.



Direct from the source, CBU guarantees the authenticity of every autographed silent auction item we provide.



\$16 million raised, and counting!



Direct from the source. CBU autograph signing with exclusive autograph client, Magic Johnson.



## Your success is our success

**CBU Auctions has proudly raised over \$1.5 million for AZA partners and the causes they support.**

From conservation efforts to educational resources, the funds raised through our AZA partnerships have made a positive impact on communities across the country.





# MARKETING COLLATERAL

Sample collateral that can be included in customer shipments. Designed to encourage return business and build customer loyalty.



THANK YOU!

**\$5 OFF ADMISSION**



A token of our appreciation, redeem at Virginia Aquarium  
& Marine Science Center

Offer expires 12/31/2023

Your purchase helped make a meaningful and  
significant difference in the lives of others.



VIRGINIA  
**AQUARIUM**  
& MARINE SCIENCE CENTER



*"The team at CBU Auctions puts our brand reputation first which is extremely important to us. Their culture and business practices have been very easy to work with and have proven to be a great alliance. They quickly learn the psychographic of our guests and choose products that resonate with them. Thus far, just about every product they displayed has been purchased. Their products are top notch and their visual display techniques are very appealing."*

*- Greg Charbeneau, President  
OdySea Aquarium*

*"We often have calls from guests to inquire about what new items we may have, and the set up in the front of our building adds to the overall great first impression for guests when they arrive. Overall, I couldn't be happier with the ease of execution and the amount of money that we have raised for this great program just by having the auction set up in the front of our establishment!"*

*- Jason Bradshaw Sr, General Manager  
Dave & Buster's, Florence*

# CUSTOM SIGNAGE AND TABLE COLLATERAL

Provided by CBU, approved by host location



# CUSTOM BRANDED DISPLAYS

Provided by CBU, approved by host location





# What is required of the participating locations

You provide the space, CBU takes care of the rest! Our staff handles everything from the initial auction display set up to the fulfillment of winning items.



# FAQs

## How are space limitations handled?

We offer multiple auction configurations that are customizable. A CBU silent auction display will complement existing space without interfering with daily operations.

**What about security?** During set up, the CBU auction team will secure all items to minimize the risk of theft and damage. In the unlikely event of an incident, host locations will not be held liable for any damage or loss of auction items.

**How do the locations receive the money that is being donated?** The funds raised will be paid directly to the participating location.

**Does the silent auction take away money spent in each location?** The silent auction does not have a negative impact on customer spend. Payment for the auction items is collected after the auction closes, not at the time of the visit.

**What if there are issues with the silent auction?** We provide telephone support Monday - Friday, 9am - 5pm, and email is monitored after-hours.

**What if bidders have questions about the silent auction?** Frequently asked questions are displayed on the auction table, along with a phone number and email address for additional questions.

**Are the autographed items authentic?** All signed pieces of memorabilia are authentic and include a certificate of authenticity. Some items on display may be part of our Laser Engraved Collector's Edition. These signatures have been laser engraved which has been noted on the bid sheet.

## Additional questions?

Contact us at (888) 577-4011 or [info@cbuauctions.com](mailto:info@cbuauctions.com)

**CBU Auctions has successfully partnered with:**



Audubon Nature Institute



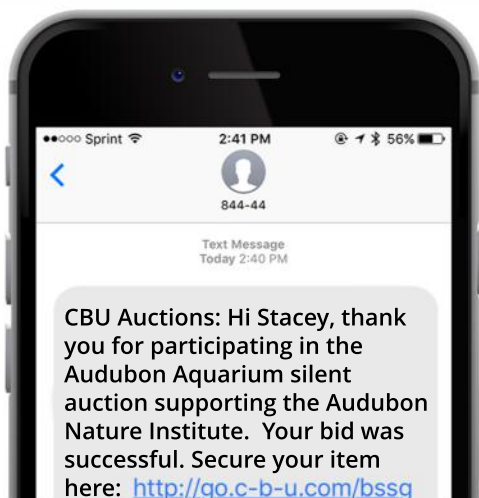
and more...





# CBU TECHNOLOGY

CBU has developed industry-leading fundraising management software designed to scale and streamline events while delivering a seamless and engaging experience for charity partners and their supporters.

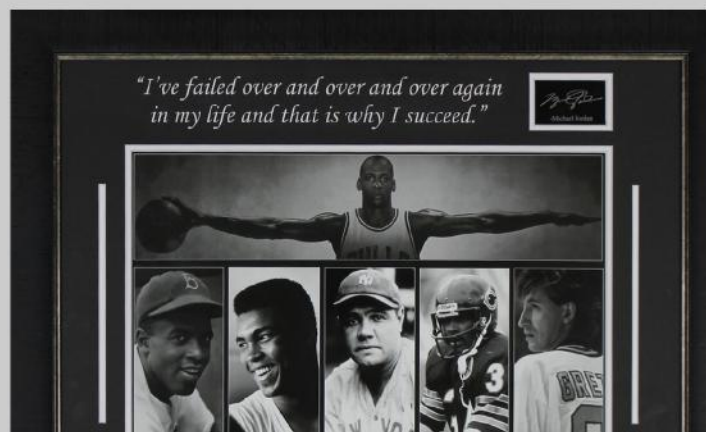


## NOTIFICATIONS

CBU's email and text notification system helps ensure bidder engagement and increases payment conversions, resulting in higher proceeds for the benefiting charitable organization.

## ANALYTICS

CBU's detailed reporting and analytics dashboard makes it easy for fundraising specialists to select and recommend high performance auction items for each event, resulting in higher charity proceeds.



## THE FUTURE

Staying up-to-date on IT innovations and industry trends will ensure that CBU will continue to maximize fundraising efforts while delivering the highest level of customer satisfaction.

