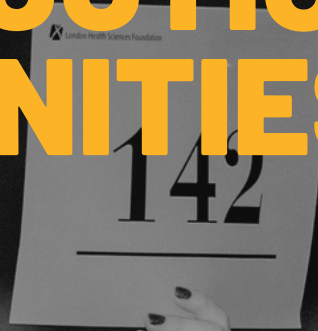


SILENT AUCTION OPPORTUNITIES

2023



London Health
Sciences Foundation



PRESENTED BY



CIBC PRIVATE
WEALTH

COUNTRY CLASSIC AUCTION 2023

To Whom It May Concern:

Country Classic Auction presented by CIBC Private Wealth (CCA) is in its 35th year of raising funds for ground-breaking research, state-of-the-art equipment, and specialized patient care at London Health Sciences Centre (LHSC). Since the event's inception, CCA has been proudly supported by members of our community.

Donors like you improve the lives of patients and families every day, and this generosity is what lifts events like CCA. To date, CCA has raised over \$12 million (net) for highest priority needs at LHSC.

CHOOSE TO CARE

We ask that you choose to care and donate an item for auction. This special opportunity allows you to gain exposure to corporate partners, community members, hospital staff and volunteers who return to CCA each year, eager to make a difference.

In this document, you'll find more information about CCA, the recognition benefits available for silent auction donors, and contact information for the London Health Sciences Foundation team to make your donation.

We thank you for your consideration.

Sincerely,

Brian Mills
Volunteer Chair
Country Classic Auction



EVENT DETAILS

Saturday, November 4, 2023
Doors open at 5:30 P.M.
RBC Place London
www.lhsf.ca/cca

AUCTION CONTACT

Emily Howarth
Development Coordinator,
Events and Community Engagement
e: cca@lhsc.on.ca
p: 519.685.8812

London Health Sciences Foundation's Charitable Registration Number: 89478 1475 RR0001



ABOUT CCA

SATURDAY, NOVEMBER 4, 2023

For 35 years, community attendees have come together, dressed in their country best, for a laid back night of networking, fun and fundraising for London Health Sciences Centre's (LHSC) highest priority needs.

A sense of community is palpable walking into CCA. For many event-goers, this is one of the most anticipated events of the year where they can connect with like-minded business leaders, engage their employees and support LHSC.

Fundraising activities include:

- **Silent Auction** and **Super Silent Auction** featuring uniquely displayed items by category to maximize exposure for items ranging in value.
- **Games and Activities** are popular amongst attendees. Previous games include Pick-A-Pocket, Get Deputized, Honeywell Hall of Fame and Rodeo Round-up where all participants walk away with a gift card.
- **Live Auction** featuring experiential or one-of-a-kind items typically valued \$5,000+.
- **Make a Difference Appeal** is an emotionally charged segment dedicated to raising money and awareness, this year in support of the Gerald C. Baines Centre for Translational Cancer Research. The Centre sits on the forefront of discovery, providing lab to bedside clinical trials directly to patients.

BY THE NUMBERS

AVERAGE OF LAST FIVE YEARS FOR IN-PERSON EVENTS

785
BIDDERS

443
ITEMS

2,372
BIDS

551K
AVG. NET
FUNDS RAISED

SILENT AUCTION CATEGORIES

Auction donations contribute to greater fundraising efforts for LHSC.
The following categories are typically included in the auction:



CULINARY

This category includes: gift cards, dining packages, tastings, wine and cookware.

ENTERTAINMENT

This category includes: electronics, tickets to experiences, and lessons.



FAMILY & PETS

This category includes: outings for the family, toys, games, items for kids, or products and services for your pets.

FASHION & BEAUTY

This category includes: jewelry, clothing and accessories, shoes, handbags and wallets, spa and/or beauty-related items.



HEALTH & WELLNESS

This category includes: health-related services, wearable devices, equipment and services.

HOME & DECOR

This category includes: appliances, furniture, décor, lawn and garden care/items.



SERVICES

This category includes: items for individuals or businesses like cleaning or maintenance for home, office or vehicles.

SPORTS & FITNESS

This category includes: tickets to sporting events, equipment or sport paraphernalia and memorabilia.



TRAVEL & ACCOMMODATIONS

This category includes: trips or getaways, travel-inspired equipment, hotel stays, etc.

SILENT AUCTION

ITEMS VALUED UP TO \$999

- 1-3 images in online bidding platform
- Company name and logo in online bidding platform
- Onsite recognition at event

ITEMS VALUED BETWEEN \$1,000-\$1,999

- Potential to be featured in email promotion
- Hyperlink the company website from the bidding platform
- Up to 5 images in online bidding platform
- Company name and logo in online bidding platform
- Onsite recognition at event

SUPER SILENT AUCTION

ITEMS VALUED BETWEEN \$2,000-\$4,999

- Prominent placement in online bidding platform
- Display short video in bidding platform (donor to provide)
- Promotional signage onsite
- Potential to be featured in email promotion or featured by auctioneer
- Hyperlink company website from bidding platform
- Up to 10 images in online bidding platform
- Company name and logo in online bidding platform
- Onsite recognition at event

**Items valued \$5,000+ are reviewed for Live Auction and recognition is designed to reflect the value of your gift.*



WHEN YOU BELIEVE, OTHERS THRIVE

LHSC PROVIDES CARE FOR MORE THAN ONE MILLION PATIENT VISITS PER YEAR

As a regional referral centre, LHSC cares for the most medically complex patients in Southwestern Ontario and beyond. With an aging population and needing to keep pace with new technologies, there has never been a more pressing time for health care transformation.

This is why CCA will help raise funds for the highest priority needs within LHSC, allowing physicians and researchers to:

- Diagnose earlier and with more accuracy
- Enhance methodologies with less invasive, highly-precise treatments
- Generate new knowledge to improve the future of care

HOW TO DONATE

Should you be interested in donating in support of patients and families at LHSC, please use the following link to complete your donation or contact us at your convenience.

**PLEASE CONFIRM YOUR DONATION BY
SEPTEMBER 15, 2023**



DONATION FORM

CONTACT INFORMATION

Attn: Emily Howarth

London Health Sciences Foundation
747 Base Line Road East, London, ON N6C 2R6
cca@lhsc.on.ca | 519.685.8812



**London Health
Sciences Foundation**

lhsf.ca/cca