



ATSS Foundation Charitable Auction Program

Promoting Roadway Safety Through
Charitable Giving and Public Awareness



Purpose

ATSSA members can host an online/virtual charitable auction to support the American Traffic Safety Services Foundation (ATSS Foundation) and our programs. ATSS Foundation will help promote your auction through the deliverables listed below. Proceeds from your auction are then donated to ATSS Foundation in the name of your company and the winning bidder.

Visibility and Branding Opportunities Received

- The deliverables below are based on the amount of lead time provided.
- To receive full auction recognition, your commitment form must be submitted and approved six weeks prior to the auction deadline.
- Auctions taking place within a shorter time period cannot be guaranteed all visibility listed below.

Note: Promotional blackout dates are in effect two weeks prior and one week following ATSSA's Annual Convention & Traffic Expo. Auctions taking place in conjunction with your Traffic Expo exhibit booth cannot be promoted by ATSSA.

Auctioning company will receive:
Company logo placement on the home page of the Foundation website, description of auction item and link to auction landing page.
Company logo and auction information highlighted in slide show presentations for ATSSA chapter meetings that take place during the auction time period.
News Break ad to appear in one ATSSA eNewsletter during the auction period. Ad will include company logo, auction description and link to auction landing page.
Mention in the Foundation monthly eNewsletter to include auction description, company logo and link to auction landing page.
Three posts on ATSSA social media channels to include company logo with handle, description of auction item, photo of item (if provided) and link to auction landing page.
Wrap up blog article posted on the ATSSA website and shared on ATSSA social media channels, featuring the winning bid information and amount donated to the Foundation.

For tips on how to host a successful auction, visit Foundation.ATSSA.com/Auction.
Contact foundation@atssa.com for more details or to plan your auction.



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Auction Commitment Form

Please complete and submit to this form no less than six weeks prior to your auction deadline for maximum visibility.

Note: Promotional blackout dates are in effect two weeks prior and one week following ATSSA's Annual Convention & Traffic Expo. Auctions taking place in conjunction with your Traffic Expo exhibit booth cannot be promoted by ATSSA.

Contact Information

Contact Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Work Phone: _____ Contact Phone: _____

Email Address: _____

Company/Sponsor name to be included with branding opportunities:

Check this box stating that you understand your company/sponsor logo must be provided to ATSS Foundation before all branding opportunities can be completed. (Preferred logo file formats: .eps, .ai, .psd. Other acceptable logo file formats: .jpg, .png, .gif, .pdf. Email logo to foundation@atssa.com.)

Auction Information

Auction open/close dates: _____

Company social media handles: _____

Auction landing page URL: _____

Item name(s)/model number(s): _____

Item description(s) and additional information:

Why did you decide to host an auction in support of ATSS Foundation?

Mail or email completed form to:

Mail: ATSS Foundation
15 Riverside Pkwy
Fredericksburg, VA 22406

Email: foundation@atssa.com

Donate to ATSS Foundation

Companies, organizations and individuals can also make donations to ensure ATSS Foundation's programs can continue. All donations, regardless of dollar amount, are appreciated and be made by visiting Foundation.ATSSA.com/Donate.