

# KelownaNow presents **auctions.KelownaNow.com**

*Reach. Connect. Engage.*

Turn your product, service or gift card into advertising  
– **with measurable results.**

We are excited to launch the 6<sup>th</sup> Annual KelownaNow Auction.

*It's simple.*

1. You provide us with products, services, or gift cards at full value, that you would like to auction off.
2. We'll offer your items for online auction on KelownaNow and promote it on our social channels and daily and weekend newsletters.
3. We provide two options to utilize your advertising credit in 2021.

**Option 1:** Dollar for dollar. You can use the dollar amount of the sale price of your item towards any product or service within our 5 divisions (available on new services).

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|--------------------------|--------------------|
| 1. Csek Creative         | 4. IVA Productions |
| 2. NowCities             | 5. Level Up Events |
| 3. 16 Flights Publishing |                    |

**Option 2:** If your item sells for 50% or more of the retail value, you can choose to receive 100% of the retail value towards KelownaNow Display Advertising

*So let's  
get started.*



## What we need...

- Your products or services that you want to include in the KelownaNow Auction (minimum total value of \$250)
- A high resolution logo of your business (.eps, .pdf, or .png)
- AuctionNow posters and shelf talkers displayed in your store and on designated auction items
- Promotion of KelownaNow on your website and social media mentions (if applicable)

Businesses will be responsible for proper item descriptions so, please provide a clear and concise description of the product or service being entered into the auction. Please be specific and also provide any relevant information regarding limitations or exclusions.

## What you will receive from us...

- One of two options to utilize your advertising credit in 2021 (advertising credit needs to be used between January 1, 2021 and December 31, 2021)
- Promotion of the auction on KelownaNow (we would appreciate your help in spreading the word too!)
- Link to your company's website giving you additional exposure and direct traffic to your site

## Rules and Regulations

- KelownaNow Auction begins at 9am on Monday, November 2, 2020 and ends at 3pm on November 30, 2020
- Items should be of general consumer interest and must be approved by KelownaNow Auction before being entered into the database. Partial items will not be accepted (ie. no coupons or incentives). Gift certificates must be valid for a minimum of one year. All gym memberships must be annual memberships. All "sized" items must be "to fit" or "your choice of sizes"
- All items must be picked up by the winner at the place of business. Storage space is not available at KelownaNow
- \$250 - \$499 = up to 5 business days of promotion until the end of auction whichever comes first
- \$500 - \$999 = up to 10 business days of promotion until the end of auction whichever comes first
- \$1000 - \$2499 = up to 15 days of promotion until the end of auction whichever comes first
- \$2500 and up = full auction period of promotion until end of auction whichever comes first
- All resort/holiday packages must state "subject to availability" in the description of the item. No blackout dates unless clearly specified in the description
- Full disclosure on the current value and condition of retail products

\* Auction Credit is not available for use as payment on current or existing campaigns.