



Auction 101: All You Need to Know About the Nueva Auction

Book your sitters, perfect your salsa steps and find that fabulous Cuban inspired attire because **Hot Havana Nights**, this year's Annual Benefit Auction, is coming soon! Held for the first time ever at the Bay Meadows Campus, March 28, 2015 promises to be the most exciting Nueva Auction of all time. This event sells out every year and is a party you don't want to miss! Check out the Frequently Asked Questions below for more information on the event or feel free to contact your auction co-chairs Becca Berk, Wayee Chu and Julia Popowitz with questions.

The evening will begin with cocktails and live music during the silent auction, a seated dinner during the live auction, and dancing Havana style! To get updates about the auction through Facebook, please request to join our page by clicking here:

<https://www.facebook.com/groups/nuevaschool/>

1. What is the Benefit Auction?

The Nueva Benefit Auction is our largest fundraising event of the year. It consists of an Online Auction, which will run from March 18 through March 27, a Silent Auction, and Live Auction. The Silent and Live Auction will both take place on March 28. The event begins at 5 pm at Nueva's Bay Meadows Campus.

2. What does the Benefit Auction support?

Every year, we hope to raise \$650,000.00 for our school. Funds raised at the Benefit Auction are vital to Nueva, helping to support our financial aid program for students and professional development opportunities for teachers. Last year we raised more than \$850,000 after expenses. Thanks to our generous community, we are able to offset the entire cost of the auction due to our large underwriting effort. This ensures that funds raised through our auction efforts directly support financial aid for deserving students and professional development opportunities for our beloved teachers.

3. How do I Purchase Tickets?

You can purchase tickets to the event by going to the Nueva Benefit Auction website at <http://www.nuevaschool.org/auction>. Tickets for the entire evening can be purchased for \$150 per person. This includes the silent auction and cocktail hour, followed by a sit-down dinner, live auction, and dancing. Tickets for the silent auction and cocktail hour are available for \$50 per person.

You can also underwrite the event, which includes admission to the Benefit Auction.

Sponsorship Levels include:

Buena Vista Social Club — \$5,000

VIP seating—table for eight (8) guests at the Benefit Auction; Chilled bottle of champagne for your table; Special recognition in auction program, catalog, and annual report

Desi Arnaz — \$1,500

Premium seating for two (2) at the Benefit Auction; Special recognition in auction program, catalog, and annual report

Tito Puente — \$150 per ticket*

Underwrite a faculty member. Special recognition in auction program, catalog, and annual report

*note that this underwriting level does not include admission to the Benefit Auction

As a convenience, you may pre-register a credit card on the submission page to charge your purchases at event Nueva 2015 Auction - Hot Havana Nights!

4. What is the Format of the Evening?

The evening starts at 5pm at the Nueva School Bay Meadows Campus. Upon arrival, volunteers will check you in and assign you a bidder number for the live auction. You will also receive instructions on how to bid during the silent auction. Please purchase tickets by visiting the Nueva Benefit Auction website at <http://www.nuevaschool.org/auction>. Tickets for the event are pre-sold and not available for purchase day-of. When you purchase your tickets online, we recommend pre-registering a credit card on the submission page to charge your purchases at the event.

During the cocktail hour, there will be a silent auction for bidding on various items, including premiere getaways, class gifts, and fine wines. There will also be opportunities to bid on items that were not purchased during the online auction. The silent auction will close at 6:30 pm. Those who have purchased tickets to the dinner and the live auction will be escorted upstairs to the gym. During dinner, 19 live items will be auctioned off including exclusive trips, a fabulous girls' getaway, a VIP Hollywood experience, and several exciting Paddle Parties. At the conclusion of the live auction, there will be a chance to raise your paddle for Fund-a-Need. After dinner, get ready to dance because for the first time ever, the Nueva Benefit Auction will open up the dance floor with a live DJ! The evening concludes at 11 pm.

5. What is a Count-Me-In Party?

Count-Me-In parties are community-building events hosted by fellow Nueva families or a sponsor. The host plans a themed-party at their home or other location. Each event has a fixed price and set number of spaces for people to attend. In most cases, the hosting family or sponsor assumes the cost of the party, allowing 100% of the proceeds from the events to go straight to Nueva.

6. What is a Fund-a-Need?

Fund-a-Need is your chance to directly support financial aid for deserving students. At the conclusion of the live auction, bidders will be asked to raise their paddles in support of our financial aid pool at various levels. Last year we raised \$220,000, which went directly to scholarships for new and existing students.

If you would like to participate in Fund-a-Need and are unable to attend the Live Auction, you may donate in the online auction. You may also fill out an absentee bid. Please contact Tess Peppers (tpeppers@nuevaschool.org or at 650-350-4557) in the advancement office for more details.

7. What is the Online Auction?

The [Online Auction](#) is a great way for our community as well as friends and family to bid on an amazing selection of over 250 items—ranging from getaways and Teacher Treasures (offerings from teachers) to sporting events and Count-Me-In parties. There is something for everyone! Online bidding **opens on March 18** and closes on **March 27**.

8. How is table seating organized?

If you purchase individual seats, we provide a comment box on the online RSVP form for you to request other individuals that you would like to be seated with. If you do not list anyone, we try our best to match guests with other guests from the same grade level. The development team works very hard in meeting each and every individual request. There are no guarantees, but it is the development team's priority to accommodate all requests that come in. You may also put together a table of eight people if you underwrite at the Buena Vista Social Club (\$5,000) level. Underwriting support allows proceeds to go directly to financial aid and professional development of teachers.

9. What is the Attire for the Evening?

Each year our Nueva community enthusiastically participates when dressing for the theme of the event. Recommended attire for the evening is “Hot Havana Haute.” Need ideas on what to wear? Check out our Pinterest board at <http://bit.ly/HotHavana>. And don't forget to wear your dancing shoes!

10. How do I know what items are available?

You will receive an auction catalog in the mail before March 28 listing all live and silent auction items, as well as count-me-in parties. Additionally, you will receive Nueva Notes updates on featured auction items, as well as an all-school email when the online auction opens on March 18.

11. What if I want to bid on an item but cannot attend the Live or Silent Auction?

Can't make it to the Benefit? Would you prefer to protect your anonymity and have someone bid for you? Please contact the Advancement Office for an absentee bidder form. Using this form, you can arrange for your own personal shopper who will bid on your behalf, purchasing items for the lowest possible price (up to your maximum bid). The Advancement Office will contact you after the auction to inform you if you were a successful bidder and to arrange for payment and pick-up. Please submit your Absentee Bidder form to the Advancement Office by noon on Friday, March 27, 2015. Contact Tess Peppers (tpeppers@nuevaschool.org or 650-350-4557) for more details.

Final Words

Feel free to contact your auction co-chairs Becca Berk, Wayee Chu and Julia Popowitz should you have any other questions. Thanks for your support!