



March 15, 2017

Benefits of partnering with Mat-Su/Alaska CHARR:

Alaska CHARR, in conjunction with Mat-Su CHARR are planning their 2017 annual convention in Talkeetna at the Talkeetna Alaskan Lodge in September. CHARR has asked the Chamber if they would like to partner by hosting the annual silent auction.

Benefits:

- The Chamber would receive a portion (potentially all, if not most) of funds raised. CHARR has also approached the Talkeetna Bachelor Society to help host the auction. The Chamber and The Bachelor Society would need to coordinate responsibilities and division of funds.
 - At previous auctions, as much as \$24-60,000 has been raised
- Convention attendees are encouraged to visit Chamber member businesses during the convention.
- Chamber members can donate items to “goodie bags” as well as the auction, exposing their products to a broad spectrum of fellow Alaska business owners.
- Many Chamber members are also members of CHARR. Sponsoring this event shows The Chamber’s dedication to furthering common goals.
- The Chamber can provide member access to marketing opportunities through the CHARR convention catalogue.

Responsibilities:

- The Chamber and The Talkeetna Bachelor Society need to solicit donations for auction items
- Promote advertising opportunities in the catalogue to Chamber Members
- Provide an auctioneer
- Provide entertainment at the auction
- Execute the auction
 - Talkeetna Alaskan Lodge is responsible for the meal and setting up for dining

Notes:

- This year's theme is "Hair of the Cat", a pun on "Hair of the Dog", with a focus on Mayor Stubbs
- Auction ideas for entertainment:
 - Cat ears issued to attendees
 - Pin the tail on the cat (participants purchase tails, or tails are auctioned to raise money- different parts of the cat win them prizes)
 - Ask Denali Dames to perform a skit or two (Shawn has already approached Bekka M.)