



Alpaca Owners and Breeders Association (AOBA)



AOBA Donated Alpaca Program 2011 AOBA National Show May 19-22, 2011

Donated Lot Overview and Benefits

12 donated alpacas will be accepted for the 2011 National Show and Sale. Accepted donations will be featured along with their photo in a special section of the AOBA Auction catalog. The donated lots will be sold in a “pen” sale/silent auction format, which will open shortly after the end of the main auction, and bidding will continue until just prior to the Saturday night banquet.

Program Details:

- 1) For the 2011 AOBA Donated Alpaca program all donated alpacas will go through a selection process by a “selection committee.” Selection criteria will be:
 - a) Pedigree
 - b) Show Record
 - c) Color
 - d) Phenotype
 - e) Progeny & Progeny Awards

Only the top twelve (12) alpacas will be chosen to participate.

- 2) The farm or ranch providing the donated lot that garners the highest bid at the auction will receive a “Lifetime Membership” with special recognition on the AOBA Website as well as throughout the National Conference and in Alpacas Magazine.
- 3) All recognition and promotion of the donating farm or ranch will follow the auction. A full list of all benefits of the donation is listed below.
- 4) Submission of donated lots must be done between January 24, 2011 and March 1, 2011 using the following procedure:
 - a) A Donated Alpaca must be submitted via the Celebrity Sales website.
 - b) The information requested should be provided to the best of your ability.
 - c) Fiber samples may be helpful in your alpaca’s selection, but are not required.
 - d) All submissions must be complete no later than March 1, 2011.
- 5) Following the selection of the donated alpacas, donating farms and ranches must have all print ready material in the submitted prior to March 1, 2011. Further, the agreement between the donating farm or ranch and Alpaca Livestock Company must be signed and return no later than March 1, 2011.
- 6) All alpacas, both donated and consigned, must be ARI Registered.

Please Note: Submission of an alpaca does not guarantee that you animal will be selected

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Donor Benefits:

- 1) AOBA will provide the donor with "A Special Thank You" recognition during the auction following the sale of the donated lot.
- 2) The donor and buyer will be photographed with the alpaca, the photo to be used for promotion in alpacas magazine following the auction.**
- 3) Donor Page Inclusion in "Alpacas Magazine" following the auction.**
- 4) Donor will receive preferred seating at the auction.
- 5) Donor will receive a stall for the donated alpaca at the National Show at no charge. Cardboard chips will be provided for stall. *Donor must provide: hay, feed, water and care as needed. Donor will provide a halter and lead. Donor is expected to provide all photos and other promotional material needed to promote the alpaca in the sale.*
- 6) If the donor is not attending the National Conference, donor must provide transportation of the alpaca to the conference.
- 7) Donor will receive preferred stall placement if they so desire. This will be one (1) 10 X 10 vendor booth in the vendor area or two (2) 10 X 10 stalls in the barn. Additional stalls may be purchased at the donors' expense. Requesting group stalling with other farms may result in the loss of this placement.
- 8) Donor will receive special tags in their conference registration packet indicating them as Emerald Sponsors.
- 9) Donor will receive special signage for display indicating them as Emerald Sponsors.
- 10) Donor will receive two (2) Saturday Night Dinner tickets
- 11) Further recognition as a donor with the buyer in alpacas magazine
- 12) Verbal recognition at least two (2) times following the auction
- 13) Bag Drop opportunity to distribute one (1) 8 ½ X 11 inserts or promotional "token" allocated for registrations bags.
- 14) One complimentary eBlast 2011 National Show attendees for solicitation (pre and post)
- 15) Farm Banner to be hung in the show ring not to exceed 8 X 3 provided by the donor.
- 16) For the Top Money Producing donated lot, the donor will receive a "Lifetime Membership" to AOBA. The Lifetime Members will receive special notation in the membership guide as well as on the AOBA website.
- 17) One AOBA eblast for use by Donor Farm.**
- 18) Farm name announced as a class sponsor (4) times during the National Show
- 19) Premium recognition and display of farm logo in Show Notebook, www.Alpacaowners.com and Alpacas Magazine as an Emerald Sponsor
- 20) Farm Name and logo on AOBA National Show website with a link to the farm website
- 21) ¼ page Black & White ad in Show Notebook. Camera ready add copy provided by sponsor
- 22) Priority Vet Check and Priority Compliance Check
- 23) Privileged Parking that includes VIP Signage on your privileged parking space and load-in and load-out assistance

Please Note: all promotion of the donor, buyer and alpaca will be done following the auction.

***Benefit will be available for donors of alpacas that are sold.*

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