



**HOPE CHARITY AUCTION**  
ホープ チャリティー オークション

[www.hope-auction.com](http://www.hope-auction.com)

## Fact Sheet

### About HOPE Auctions:

HOPE Auction Website was launched in March 2008 as a new source of fund raising for HOPE and a great opportunity to make promotion for our partners.

More than 11,000 visited the website since June 2008, among which one third during Hope at the Hilton week in April 09, and mainly originating from Japan.

- Total Retail value of the prizes: 3,9 Million JPY.
- Total gains for HOPE: 1,1 Million JPY.

### What's new?

- New design, website running every day, 24 hours a day.
- Topical themes every month, where Sponsors' prizes will be strongly promoted to attract people on the website: Tickets for events (Sumos, Baseball,...), Sports (Golf, Snow sports, Skiing in Hokkaido, Onsen), Dining and Travels.
- Possibility to have one month sponsored by one Sponsor only.
- Introduction of Classified ads: bidders can also be sellers and sell their own stuff in the "Recycled Shop" (for Sayonara sales for instance.).

### Benefits

- Increased traffic all the year thanks to the Recycle Shop and the great prizes.
- More promotion of the website thanks to the attractive monthly themes.
- Website more focused on the monthly sponsor.

**More visibility and more opportunities for you to promote your products and company and make your participation a symbol of your Corporate Social Responsibility and sense of the third world.**

**Sponsoring:** You can choose to be an either **exclusive Sponsor for a month**, either to be a **Sponsor for a theme** on a specific month.

**Prizes:** A minimum of 3 prizes.

- Total minimum prizes retail value for being **exclusive Sponsor**: 1,000,000 JPY.
- Prizes have to be representative of your activity.

*Examples of prizes: 1 night stay for 2 persons in an hotel; 1 adventure package in Japanese Alps; 1 bicycle, etc. Please check our terms and conditions [here](#).*

### What Sponsors get in return:

- **Exclusive Sponsor:** Banner on the HOPE auction website and on HOPE official website to promote your company (390 x 70 pixels) and description of your company (100 words) on the auction site.
- **For all Sponsors:** Item description (100 words) and picture.
- Your logo (240 x 60 px) on the welcome page and on the home page of the auction website, with the URL and a link to your official website.
- Your logo in the HOPE Newsletter and on the HOPE official website.
- Mentioned in all press releases.

## HOPE On-Line Auction Application Form (Product Information)

Kindly fill all 2 sheets and return by mail, FAX or e-mail.

Return to: HOPE International Development Agency  
Address: 3C Kamiya Bldg., 1-16-2 Sakae, Naka-ku, Nagoya-shi,  
Aichi 460-0008  
Fax: 052-204-0531 or Email: [auction@hope.or.jp](mailto:auction@hope.or.jp)

.....

We are pleased to donate the following item(s). For accommodation, please specify the number of people and nights, as well as any meal included.

<p>➤ Item description, maximum 100 words:</p>          <p>➤ Retail Value: : _____ yen</p>
---

<p>➤ Item descriptions, maximum 100 words:</p>          <p>➤ Retail Value: _____ yen</p>
--

<p>➤ Item description, maximum 100 words:</p>          <p>➤ Retail Value: _____ yen</p>
---

<p>➤ Item description, maximum 100 words:</p>          <p>➤ Retail Value: _____ yen</p>
---

➤ Item description, maximum 100 words:

➤ Retail Value: : \_\_\_\_\_yen

➤ Item descriptions, maximum 100 words:

➤ Retail Value: \_\_\_\_\_yen

➤ Item description, maximum 100 words:

➤ Retail Value: \_\_\_\_\_yen

➤ Item description, maximum 100 words:

➤ Retail Value: \_\_\_\_\_yen

**Deadline to donate an auction item: 2 weeks before the selected month**

## On Line Auction Donor Application Form

Return To: HOPE International Development Agency

Address: 3C Kamiya Bldg., 1-16-2 Sakae, Naka-ku

Nagoya-shi, Aichi 460-0008

Email: [auction@hope.or.jp](mailto:auction@hope.or.jp) Fax: 052-204-0531

Date of application:

Month sponsored:

Company name: \_\_\_\_\_ ○

Company description (max. 100 words - will be displayed on HOPE Auctions website):

Type of business: \_\_\_\_\_

Contact person: \_\_\_\_\_

Contact Person's Title: \_\_\_\_\_

Full Address: 〒 \_\_\_\_\_

Telephone No.: \_\_\_\_\_ FAX: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Signature: \_\_\_\_\_

Please email the following items to [auction@hope.or.jp](mailto:auction@hope.or.jp)

- **Logo in digital form, preferably horizontal (for use on website)**
- **A picture of the product (if you have one of a min. 300 dpi)**

Thank you for your support of HOPE Japan and compassion to the poor.

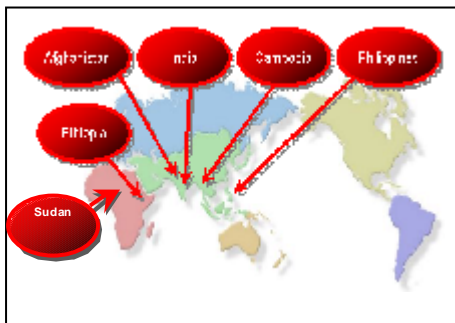
## About HOPE

**HOPE International Development Agency** is currently working in over 20 countries throughout the developing world, improving the lives of thousands of poor families by providing clean water, training in food production, health, nutrition, community development and more.

HOPE Japan has lead efforts in Africa & Asia:

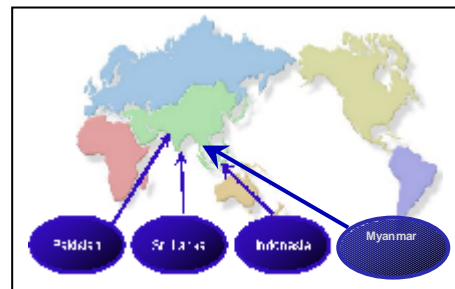
- Supports Sustainable Development Projects in:

Afghanistan, India, Cambodia,  
Philippines, Ethiopia, Sudan



- Provides Reconstructive Assistance in:

Pakistan, Sri Lanka, Indonesia,  
Myanmar (new)



HOPE is the largest NGO in Chubu, among the top 10% nationally, and in the 3.5% of all NPOs in Japan which are involved in international development (96.5% hold only domestic activities).