



**Charity
Escapes**

Example Hotel Report

2019 Allocations

Hotel summary to date

We provide an overview of the results your prize donations have achieved



Hotel donated
24 prizes



£10,669
Raised for charity so far



17 Different charities supported overall



70 Inbound charity requests managed



Promotion to
1 mill Facebook followers



34 FB posts directly thanking /tagging Hotel



Promotion to
652,600 Twitter followers



45 Twitter posts directly thanking / tagging Hotel



Exposure to
5,405 event attendees overall



Prizes averaging
£440 per event



Prizes achieving up to
£800 at auction



6 Geographical Region covered

Events breakdown

Event 1: James Bond Ball

1

Charity: Cancer Research UK

Location: Crowne Plaza Newcastle

Date: 23/06/2018

Attendees: 260

Price of Ticket to attend: £120

Donation: XXXX

RRP of prize: £270

Used in: Live Auction

Social media impact:

2

2 Facebook posts & 2 tweets to combined:

952k Facebook followers

3.9k Twitter followers

Other marketing activity:

Brochure on evening

Pre Auction Website

Presentation with images on the evening

3

Donation Raised:

£500.00

4

**CANCER
RESEARCH
UK**

Cancer Research UK are pioneering research to bring forward the day when all cancers are cured.

Key:

1

Shows exactly how your donated prize was used

2

We tell you how far your brand/product has been promoted

3

How much your donation raised for charity

4

Which charity you have helped to support



We provide you with multiple examples of social media posts your business has been tagged in

Prize Name	Event	RRP Value (£)	Sold for (£)	Claimed?	Voucher Number
XXX	XXX	£100	£500	YES	CE001
XXX	XXX	£150	£800	YES	CE002
XXX	XXX	£80	£320	YES	CE003
XXX	XXX	£100	£450	NO	CE004
XXX	XXX	£150	£610	YES	CE005



We provide you with a table showing the RRP value of your donations and the amount they sold for at auction. The table also shows how many prizes have been claimed by prize winners so far and the voucher numbers which link to those prizes.



Charity
Escapes

Hotel

Thank you for your support!