



**Kin Canada**

**Kinsmen Club  
of Kitchener-Waterloo**

99 Ottawa Street South  
Kitchener, Ontario N2G 3S8



Dear Business Owner/Operator,

I hope this letter finds you well. I am writing on behalf of the Kinsmen Club of Kitchener-Waterloo to share some exciting news about our upcoming Annual TV Auction, which will be held on Saturday, March 15th, 2025. This much-anticipated event will air live from 11 AM to 3 PM on ROGERS Cable and rogerstv.com.

2025 we are celebrating 70 years of the Kinsmen TV Auction. This has been a beloved community event, showcasing a wonderful array of donated items while raising essential funds for local projects that improve the lives of families in our area. This year, we will again host a four-day online auction that culminates on with our live broadcast, allowing community members to engage with the auction items in advance.

We are seeking your support to make this year's auction the best TV Auction in decades by celebrating its 70 years. By donating a minimum of \$100 in products or services, you and your business will benefit in several meaningful ways:

- 1 - Advertising:** Your donation will be promoted on television, on our website (with a link to your company's site), social media and in a full-page advertisement in The Record.
- 2 - Goodwill:** By supporting our community projects, you will enhance your business's reputation and show your commitment to the Kinsmen's motto: "Serving the Community's Greatest Need." These community projects have included: supplying dinners through Ray of Hope during holiday seasons, Kitchener Minor Baseball, Kitchener Minor Hockey (Kinsmen Arena at The Aud), Hospital Foundations throughout the Region, KidsAbility, Pride Stables, local schools, Kitchener Parks and Recreation, and so many more.
- 3 - Impact:** Your generosity will help support partnerships with Kin Canada and the Kinsmen Club of Kitchener-Waterloo. Kin Canada has a National Service Project with Cystic Fibrosis Canada. The Kinsmen Club of Kitchener-Waterloo has a Local Service Project with KW Habilitation Services.

Please note that the deadline for item submission is February 21st, 2025. Early submissions will receive greater exposure on our website, which attracts significant traffic both prior to and during the event.

We also have various partnership opportunities available to help offset production costs for the auction. If you are interested in exploring partnership options, we would be happy to provide you with a detailed package outlining the benefits.

Thank you for considering this opportunity to contribute to our community. Together, we can continue to make Kitchener-Waterloo a better place to live, work, and play.

Yours in Kin,

Chris van Vliet  
Items Chair

The 2025 Kinsmen TV Auction Committee  
99 Ottawa Street South  
Kitchener, Ontario N2G 3S8  
519-579-2942

**P.S.** - Your support is vital to our mission, and we deeply appreciate your generosity!

Join us at one of our general meetings, the 2nd Monday of the month for more information and how you can help contribute to our community.