

ESPN Radio V Foundation Charity Auction

*Case Study July 2012*

*Presented by: Todd Olster*





**Auction Doctors, Inc.**  
12400 Ventura Blvd. Suite 324  
Studio City, CA 91604

**Tel: 310.383.3030**

Email: [Todd@AuctionDoctors.com](mailto:Todd@AuctionDoctors.com)

[www.AuctionDoctors.com](http://www.AuctionDoctors.com)



#### ABOUT ESPN RADIO:

With more than 380 full-time affiliates, four owned stations, channels on Sirius Satellite Radio, various connected audio sources like iTunes, Pandora, iHeartRadio and Slacker, a popular mobile app, and the world's most listened to stream on ESPNRadio.com, ESPN Audio content is everywhere. Enjoy popular network shows, such as Mike & Mike, The Herd, The SVP Show, along with NBA, MLB and BCS play-by-play on these various platforms with 24 million other weekly listeners.



# Business situation

ESPN Radio has been doing a charity auction live on the radio for the past twelve years to benefit the ESPN network's primary charity: *The V Foundation For Cancer Research*. ESPN Radio wanted an online presence which could gain greater visibility for the annual charity drive and reach a broader audience (and ultimately raise more money for the charity).



# Solution

Auction Doctors, Inc. is a full-service on-line auction house that has performed charity auctions on eBay for *City of Hope*, *The Women's Sports Foundation*, Grammy Award winning artist *Depeche Mode*, and many more. Auction Doctors has a graphic design team which can customize the look and feel of your company's identity in a creative and fresh manner. They have 10+ years of eBay experience and an ongoing relationship with the eBay Charity/Giving Works division which helps them garner discretionary promotional placement on the eBay Charity page. Auction Doctors completes all aspects of the transaction: Item receiving and cataloging, professional photography, creation of custom eBay templates and eBay Store design, creation of Certificates of Authenticity, posting on eBay, collection of money, shipping, customer service, and accounting.



# Benefits

Auction Doctor's July, 2012 eBay auction raised a total of \$308,728.01 in gross auction sales for *ESPN Radio* and *The V Foundation for Cancer Research* --- over 250 total auctions of sports memorabilia and unique sports experiences. Both *The V Foundation for Cancer Research* and *ESPN Radio* were thrilled with the numbers. Additionally, the ESPNauctions eBay seller account is now designated as an eBay Top-Rated Seller and has maintained a 100% buyer satisfaction feedback score.

## Some of the key auctions included:

**Top Screenshot: ESPN COLLEGE GAMEDAY**

Item condition: --  
Ended: Jul 11, 2012 15:00:15 PDT  
Winning bid: **US \$19,000.00** [ 80 bids ]  
Shipping: **FREE** - Expedited Shipping | See all details  
Item location: ESPN Radio, United States  
Ships to: United States, Canada  
Delivery: Estimated within 6-8 business days  
Payments: **PayPal**, Visa/MasterCard, Amex, Discover | See details  
Returns: No returns or exchanges, contact seller with questions.  
Coverage: Read item description or contact seller for details. See all details (Not eligible for eBay purchase protection programs)

**Top-rated seller**  
esnauctions (715 ☆) mo  
100% Positive feedback  
Consistently receives highest buyers' ratings  
Ships items quickly  
Has earned a track record of excellent service

Save this seller  
See other items  
Visit store: V Foundation ESPN Auctions

**Bottom Screenshot: ESPN MONDAY NIGHT FOOTBALL**

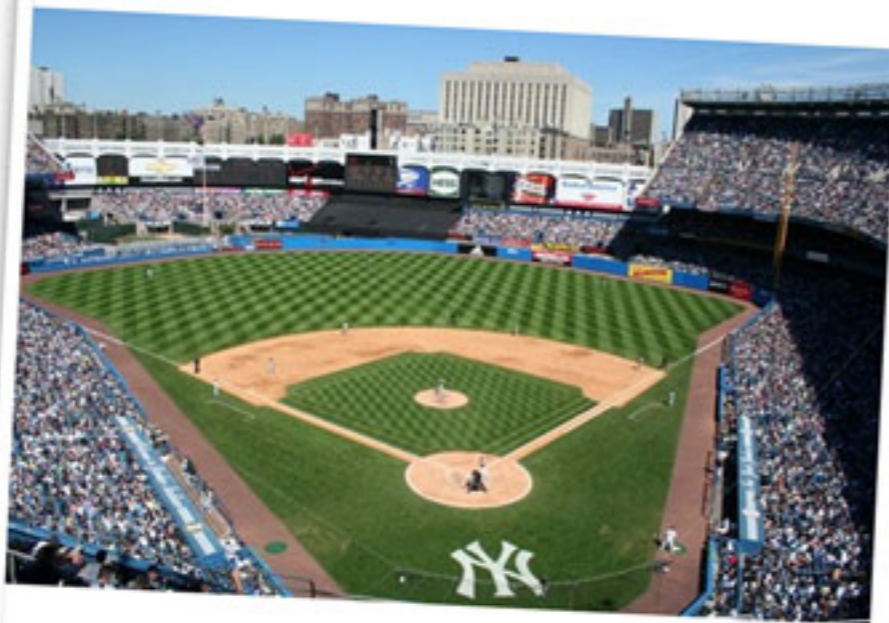
Item condition: --  
Ended: Jul 11, 2012 17:00:07 PDT  
Winning bid: **US \$17,100.00** [ 51 bids ]  
Shipping: **FREE** - Standard Shipping | See all details  
Item location: ESPN RADIO, United States  
Ships to: United States, Canada  
Delivery: Estimated within 5-9 business days  
Payments: **PayPal**, Visa/MasterCard, Amex, Discover | See details  
Returns: No returns or exchanges, but item is covered by eBay Buyer Protection.

**Top-rated seller**  
esnauctions (715 ☆) mo  
100% Positive feedback  
Consistently receives highest buyers' ratings  
Ships items quickly  
Has earned a track record of excellent service

Save this seller  
See other items  
Visit store: V Foundation ESPN Auctions

**Charitable Notice:**  
100% of the final sale price will support **The V Foundation for Cancer Research** (Small deduction may apply. Learn more about eBay Giving Works)  
About this nonprofit:  
The V Foundation for Cancer Research is a charitable organization dedicated to saving lives by helping to find cures for cancer. The Foundation seeks to make a difference by generating broad-based support for cancer research and by creating awareness among all Americans of the importance of the war against cancer. The Foundation performs these dual roles through advocacy, education, fundraising, and philanthropy.  
This is an **eBay Giving Works** charitable listing (Administered by MissionFish)

Number of Tickets: 2  
Venue State/Province: CT



FREE shipping

### NEW YORK YANKEES FIELD VISIT FOR 4 & MONUMENT PARK TOUR w/4 PREMIUM TICKETS ESPN

8th Annual Don't Give Up ESPY's V Foundation Auction

Like Want Own

Item condition: --

Ended: Jul 11, 2012 10:29:52 PDT

Share: [Facebook] [Twitter] [Pinterest]

Winning bid: **US \$5,075.00** [58 bids]

Add to list

Shipping: **FREE** - Standard Shipping | See all details  
Item location: ESPN RADIO, United States  
Ships to: United States, Canada

Delivery: Estimated within 5-9 business days

Payments: **PayPal**, Visa/MasterCard, Amex, Discover | See details

Returns: No returns or exchanges, but item is covered by eBay Buyer Protection.

Top-rated seller

espnuctions (715 stars) mo

100% Positive feedback

Consistently receives highest buyers' ratings

Ships items quickly

Has earned a track record of excellent service

Save this seller

See other items

Visit store: V Foundation ESPN Auctions



**eBay Buyer Protection**

Covers your purchase price plus original shipping.

Learn more



FREE shipping

### AN EVENING WITH JOE NAMATH ESPN EXPERIENCE DINNER NEW YORK JETS HALL OF FAME

8th Annual Don't Give Up ESPY's V Foundation Auction

Like Want Own

Item condition: --

Ended: Jul 11, 2012 08:39:45 PDT

Print | Report item

Winning bid: **US \$1,526.00** [32 bids]

Add to list

Shipping: **FREE** - Standard Shipping | See all details  
Item location: ESPN RADIO, United States  
Ships to: United States, Canada

Delivery: Estimated within 5-9 business days

Payments: **PayPal**, Visa/MasterCard, Amex, Discover | See details

Returns: No returns or exchanges, but item is covered by eBay Buyer Protection.

Top-rated seller

espnuctions (715 stars) mo

100% Positive feedback

Consistently receives highest buyers' ratings

Ships items quickly

Has earned a track record of excellent service

Save this seller

See other items

Visit store: V Foundation ESPN Auctions



**eBay Buyer Protection**

Covers your purchase price plus original shipping.

Learn more

Description

Shipping and payments

Seller assumes all responsibility for this listing.

100% of the final sale price will support **The V Foundation for Cancer Research**.  
About this nonprofit:  
The V Foundation for Cancer Research is a 501(c)(3) nonprofit organization that performs these dual roles:  
This is...



### BOSTON CELTICS 2011-2012 TEAM SIGNED BASKETBALL PAUL PIERCE RAY ALLEN GARNETT

The 8th Annual Don't Give Up ESPN V Foundation Auction

Item condition: --

Ended: Jul 11, 2012 14:05:33 PDT

Share: [Facebook] [Twitter] [Pinterest]

Winning bid: **US \$920.00** [31 bids]

Add to list

Shipping: **\$19.95** - Standard Shipping | See all details  
Item location: ESPN RADIO, United States  
Ships to: United States, Canada

Delivery: Estimated within 5-9 business days

Payments: **PayPal**, Visa/MasterCard, Amex, Discover | See details

Returns: No returns or exchanges, but item is covered by eBay Buyer Protection.

Top-rated seller

espnuctions (715 stars) mo

100% Positive feedback

Consistently receives highest buyers' ratings

Ships items quickly

Has earned a track record of excellent service

Save this seller

See other items

Visit store: V Foundation ESPN Auctions



**eBay Buyer Protection**

Covers your purchase price plus original shipping.

Learn more



Print | Report item

Item number: 170870712609