

# 13<sup>th</sup> ANNUAL RADIOTHON

## Official Event Information

### Date

Friday, September 11, 2009

### Hours

8 a.m. to 6 p.m.

### Location

Durango Mall, north food court area

### Bidding

Bids are taken by bid takers at the Durango Mall and must be made by either:

Calling the bid line 970-382-UWAY (8929). This line is for BIDS ONLY.

or,

Walk-up at Durango Mall. Walk-up bidders will form a single file line to place bids.

Bids must be made within approximately 30 seconds.

Most items are up for bid for one hour only. The official time for the event is kept at the Durango Mall. Four Corners Broadcasting (FCB) will signal at the top of each hour that the previous hour has ended. Tune in to (101.3 KIQX, 100.5 KRSJ, 930 KIUP) for official announcements.

Anyone speaking with a bid taker when an hour ends will have their bid entered.

Keep in mind that if listening to the streaming broadcast of the event from Four Corners Broadcasting's website ([www.radiodurango.com](http://www.radiodurango.com)) that this broadcast is at least 30 seconds behind real time. As noted above, the official time for the event and the end of bidding each hour is kept at the Durango Mall.

For information on the day of the event call 970-382-8930.

### Items

All items available for bid are listed on our website [www.uwradiathon.org](http://www.uwradiathon.org) and in The Durango Herald ad on the day of the event. Item times and starting bids are subject to change. Call our info line at 382-8930, tune in to FCB, and monitor the website for the most current bid information.

**Hourly Items** are items that available for bid for one hour.

**Half Day Items** are available either 8am-12am or 1-5pm.

**All-Day Items** are available for bid from 8am-6pm

**Winners**

United Way will determine the winners based on who made the final bid. Our bid taking software allows us to know who had the last bid. A caller does not know if they had the final bid because there are seven bidding phone lines.

United Way will post the winning bidder's first name on our website within 30 minutes of the end of each hour. The winner's name will also be read on air as time allows during the broadcast. Bidders may also call our info line at 382-8930 to see if they won an item.

Winners will be contacted by phone starting Monday, September 14.

**Payment**

Items can be picked up and paid for at the Durango Mall during the event until 6:30 p.m. Pay by check, cash, Visa, MasterCard, American Express or, Discover.

Payments for items are not considered tax deductible. Most items are "sold" for less than their actual value, which negates the tax deduction per the IRS rules.

Items not picked up the day of the event will be taken to the JC Penney customer service desk and will be available for pick up during business hours starting Saturday September 12 through Sunday September 27<sup>th</sup>. JC Penney accepts the same payment methods listed above.

Any items remaining unpaid for after September 28<sup>th</sup> will be considered abandoned. Bidders who abandon items will not be allowed to bid in next year's event.

**Extras**

If you pay more than the value of an item you will receive, 2 Trans Lux Theater movie passes. We have a limited number of tickets and will announce on air when we run out of tickets.