



2018 CIM Auction Donation Package



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Dear Concrete Industry Colleague,

As the construction market moves into an era of growth, the concrete industry needs to build its workforce to take on increased workloads. Fortunately, the concrete industry already has a resource to tap into new talent with industry-specific knowledge: the Concrete Industry Management (CIM) program. A first-of-its-kind college degree program for concrete production, sales and construction management in the United States, the CIM program ensures the industry has a continuous stream of professionals trained in concrete technology and management. To learn more about CIM, visit our website at www.concretedegree.com.

With more than 1,000 graduates of the program and approximately 500 students currently enrolled, this unique program, available at four universities strategically placed across the United States, equips graduates with practical business and hands-on experience so they can make an immediate impact in management positions throughout the concrete industry.

A major source of funding for the CIM program is the annual auction at World of Concrete. Over the past eleven years, the auction has raised more than \$7 million. Last year, the concrete industry generously donated more than 150 items through both the silent and live auctions, raising nearly \$900,000 for the program universities. Among the auction items donated were a concrete truck and mixer, cement, admixtures, electronics, software, tools, pumps, power screeds, generators, all-inclusive packages to the Rose Bowl, Kentucky Derby, Indianapolis 500, and The Masters to name a few. It is not an overstatement to say there was literally something for everyone.

The 2018 CIM Auction will be held on Wednesday, Jan. 24 during the 2018 World of Concrete at the Las Vegas Convention Center and we need your help. The auction committee has designed our most ambitious marketing and advertising campaign ever to highlight the many great items available and to recognize the donors whose generosity makes it all possible. By donating, your organization will receive significant exposure, and, more importantly, you will be helping support this vital industry initiative. The earlier you donate, the more exposure you will receive.

Please give this request serious consideration. We will be contacting you soon to ask you to join with your fellow members of the concrete industry by donating to the 2018 CIM Auction, and in so doing help to advance the concrete industry by degrees.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike Philipps'.

Mike Philipps
CIM Auction Chairman



Donate to the 2018 CIM Auction at the World of Concrete®



The Concrete Industry Management (CIM) program will host the 12th annual CIM Auction at the World of Concrete® on Wednesday, January 24, 2018 in the North Hall Room N262 of the Las Vegas Convention Center. The silent auction will be held from 11 a.m. to 1 p.m. and the live auction begins at 1 p.m. Last year, the signature item was a ready mix concrete truck and mixer donated by Mack Truck and McNeilus Company. Other items included in the live and silent auctions included cement, admixtures, concrete saws, drills, vibrators, scaffolding, safety equipment, screeds, fiber transport systems, dust collectors, NDT equipment, decorative concrete tools, water meters, pumps, generators, training sessions, reference books, advertisements, computers, computer modeling software, sports memorabilia, world class sports travel packages, and vacation travel packages.

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CIM Auction: Concrete Facts

► What is the CIM Program?

In early 1995, the concrete industry began efforts to create the first (and only) four-year degree program in Concrete Industry Management (CIM). The CIM Program is designed to combat the anticipated shortage of skilled managers needed to support the expected growth in the concrete industry. The program teaches students the skills and techniques needed to excel in all segments of the concrete and concrete construction industries. In March 2011, the National Steering Committee (NSC) of CIM announced the addition of a unique Master of Business Administration (MBA) degree in CIM. The program is designed to expand the industry-academic partnership by bringing CIM to the business world through an Executive-type MBA.

► What is the CIM Auction?

The CIM Auction consists of a live and silent auction, hosted by the CIM National Steering Committee (NSC). Concrete industry-related items, as well as other items, will be auctioned off to the highest bidder.

► Who does the auction benefit?

All proceeds from the auction will benefit the efforts of the CIM NSC in support of the CIM Programs at Middle Tennessee State University, New Jersey Institute of Technology, California State University – Chico, and Texas State University. Long-term, the CIM Auction will provide on-going support for the operation of world-class academic programs in CIM, as well as leverage government funds for research and educational initiatives that will benefit the entire concrete industry.

► When and where will the auction be held?

The auctions are scheduled for Wednesday, January 24, 2018. The silent auction is at 11 a.m. to 1 p.m., and the live auction starts at 1 p.m. The auctions will be held at World of Concrete® at the Las Vegas Convention Center, North Hall Room N262.

► Why should I get involved?

The success of the auction, as well as the CIM Program as a whole, depends on the time and commitment of the entire industry. Investing in the CIM Program is an opportunity for the entire concrete industry to unite in an effort that will provide long-lasting benefits while increasing the professionalism and image of the industry. Each and every segment of the concrete industry, from sales and marketing to manufacturing and production, will benefit from skilled professionals entering the workforce. For more information, contact CIM Auction Committee Chairman Michael Philipps at michaelf.philipps@cemex.com or 713-722-2969.



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2018 CIM Auction Gift Levels

	Platinum \$25,000+	Gold \$10,000+	Silver \$5,000+	Bronze \$1,000+	Supporter \$100+
Prominent placement of Company Logo within the Auction Catalog and Brochure	X	X			
Company Logo, Donated product photos prominently displayed throughout all auction promotional material	X	X			
Inclusion of Company Logo/Name in Auction Advertisements	X	X			
Listing in the Promotional Material (Donation Sheets, Auction Cards, Auction Flyer)	X	X	X	X	
Inclusion of Company Logo on the Home Page of the CIM Web Site, Concretedegree.com for 1 year as a Sponsor	X				
Inclusion of Company Logo/Name on all promotional material	X	X	X		
Inclusion of Company Logo on the Home Page of the CIM Auction Web Site during Auction promotion	X	X	X		
Inclusion in CIM Auction Press Releases (Pre and post-show)	X	X	X		
Listing (Including logo, product photo, and description) in the Auction Catalog	X	X	X	X	X
Listing on the CIM Auction website	X	X	X	X	X
Featured Sponsor in CIM Auction E-Mails and Web Ads	X				
Inclusion on Auction Signage at the World of Concrete	X				
Inclusion in CIM Auction E-Mails	X	X	X		

Donor Information (please print or type)

Organization	
Name, Title	
Address	
City, State, Zip	
Phone	
E-Mail	
Website	

Donation Information

Item (max 40 characters)	
Short Description (max 130 characters)	
Full Description <i>(Please include detailed description of your product, service, trip or other item, including model number if applicable. We will also need a hi-resolution company logo and item .jpg image)</i>	
Estimated Value	
Shipping/Delivery to Winning Bidder Included in Donation?	<input type="checkbox"/> YES <input type="checkbox"/> NO <input type="checkbox"/> OTHER/COMMENTS (provide detail below)
Date by Which Item Must be Claimed/Used (if any)	

Are you exhibiting at the 2018 World of Concrete? Yes No If yes, booth #: _____

Who should winning bidders contact to arrange to claim/use your donated item (if different from donor contact above)?

Name: _____ Phone: _____ E-Mail: _____

I would like to make a cash donation in the amount of: \$ _____

Please e-mail complete donation form, hi-resolution company logo and product .jpg image to:
CIM NSC Secretary Nicole Maher at nmaher@nrmca.org

For more information on the 2018 CIM Auction, visit www.ConcreteDegree.com. You can also e-mail Nicole at the address above or call her at 240-485-1158 with any questions.