



Dear Hospitality Industry Supporter,

“Good actions are a guard against the blows of adversity.” - Abu Bakr

The need for the **CLIA Dollars for Scholars online auction scholarship fundraiser** has never been greater. This important event is sponsored by the California Lodging Industry Association (CLIA), a 501-C6 non-profit organization, EIN 244-47625, which has a long history of awarding scholarships to deserving California students enrolled in college level hospitality education programs. We know these are difficult times. Still we are endeavoring to expand our scholarship program because there are so many students in need. We need your support.

Please help us raise money for our scholarship fund by donating cash, hotel stays or other items to our online auction site at www.biddingforgood.com/CLIAdollars. We are preparing for the launch of the auction on March 4, 2021 and are soliciting donations now.

Donating a stay from your unneeded room inventory shows your generosity and commitment to helping others. It's also a great way to present your business to the more than 450,000 shoppers in the Bidding for Good community while assisting a worthy hospitality student fulfill their dreams of becoming a hotel professional. The sooner you donate the more exposure your donation will receive.

Please send any donations with the restrictions and retail value to: CLIA Dollars for Scholars, California Lodging Industry Association, 1017 L Street #527, Sacramento, CA 95814.

Sponsorships are available for \$100, \$250, \$500 and Named Scholarships for \$1,500.

In appreciation of your donation, the first 50 donors will receive a complimentary a Safe Travels Kit compliments of NewGen Advisory – The Bowman Post Group.

Donations of auctions items and sponsorships may be tax deductible. Please consult with your tax advisor. We greatly appreciate generosity in these challenging times!

Sincerely,

David Bowman
Executive Vice President, NewGen Advisory – The Bowman Post Group,
CLIA Past President, Board Member and Scholarship Fund Committee Chairperson