

The in-the-ring antics might be fake, but the fight that World Wrestling Entertainment, Inc. put up for Hurricane Sandy victims was very real – and so was the \$524,742 it raised with this blockbuster Charitybuzz auction.

With its signature Wrestlemania event returning to New Jersey’s MetLife Stadium in 2013, WWE wanted to mark the occasion with an auction benefitting tri-state residents still recovering from Hurricane Sandy. Joining forces with New York City Mayor Michael Bloomberg, New Jersey Governor Chris Christie, celebrities, professional athletes and Charitybuzz, the organization launched Superstars for Sandy Relief. Offering everything from a NASCAR experience with WWE superstar John Cena to a one-hour pitch meeting with Dallas Mavericks owner Mark Cuban, the auction benefitted the Mayor’s Fund to Advance New York City and the Hurricane Sandy Relief Fund of New Jersey.

Statistics

Fundraising		
Goal	Result	
RAISE \$250K TO BENEFIT HURRICANE SANDY VICTIMS	TOTAL RAISED \$524K+	
Awareness		
Goal		
Generate awareness for the hurricane victims.		
Result	MEDIA EXPOSURE IN	250K+ ONLINE AUCTION VISITORS
2K+ TOTAL BIDS	152 COUNTRIES	
Goal	Result	
Expand WWE offerings to drive auction revenue.	Doubled auction goal by exploring the WWE brand and creating packages.	

When you combine pro wrestling, Chris Christie, Charlie Sheen and a floor mat, good times are to be had, right?

from WCBS-FM Radio



The Secret Sauce / How We Do It







With our guidance, WWE reached out to partners and fans to secure more than 200 unique celebrity experiences spanning music, business, entertainment, and of course, wrestling. In addition to WWE personalities auctioning inside access, celebrities including Jimmy Kimmel, Charlie Sheen, Michael J. Fox and Tyra Banks offered once-in-a-lifetime experiences.

Working closely with WWE’s marketing and communications team, we developed a robust strategy to raise awareness – including a 60-second commercial that aired during WWE’s Monday Night Raw, driving more than 50,000 fans to the auction page. Extensive earned media included an exclusive launch story in the Associated Press along with broadcast segments and online coverage.

Major Media Placement



Top Auction Items

	1-Hour Pitch Meeting With Mark Cuban in Dallas	Estimated Value \$15,000	Sold for \$33,215		Guitar Modified For, And Used By, Chris Martin	Estimated Value \$10,000	Sold for \$19,642
	Meet Charlie Sheen on The Set of Anger Management	Estimated Value \$25,000	Sold for \$20,000		Take Over The Court at Madison Square Garden	Estimated Value \$7,500	Sold for \$18,500
	Hang Out With WWE Superstar John Cena at a WWE Live Event	Estimated Value \$10,000	Sold for \$14,000		Go Behind the Scenes and Have Lunch with WWE Superstar Triple H	Estimated Value \$10,000	Sold for \$12,000

About Our Partner



Broadcasting to 36 million fans in over 150 countries every year, World Wrestling Entertainment is known for its theatrical displays of brute force – but there’s a soft heart hidden under the hard body image.