

CASE STUDY

CHARITY AUCTION THE ROBIN HOOD FOUNDATION—NEW YORK

THE REQUEST:

Create a custom “2001 Space Odyssey” package to be auctioned during Robin Hood’s annual benefit.

THE PROPOSAL:

Incredible Adventures agreed to provide the high-bidder with a flight 80,000 feet high to the edge of space in a Russian MiG-25, followed by a zero-gravity adventure in the Russian Space Agency’s weightless plane, five-star hotel accommodations and lunch with a cosmonaut.

Robin Hood arranged to add round trip air travel to Moscow aboard Delta Air Lines and a behind-the-scenes tour of the Kennedy Space Center led by Hall of Fame Astronaut Colonel Frank Borman.

THE RESULT: Package raised \$280,000.



June 8, 2001

Dear Jane,

Thank you! On behalf of everyone at the Robin Hood Foundation, please accept our heartfelt appreciation for Incredible Adventures’ assistance and donation to Robin Hood’s annual benefit.

This year’s benefit was a phenomenal success and your contribution was instrumental in the remarkable outcome of the evening. [The 2001 Space Odyssey package, which Incredible Adventures so graciously put together, raised an astounding \\$280,000.](#) The event itself raised a record-breaking \$13.5 million. The best part is, every cent of the money goes directly to programs that often mean the difference between life and death for poor New Yorkers as Robin Hood’s Board of Directors underwrites all administrative and fundraising costs.

I sincerely appreciate all your help and I hope we have the pleasure of working together next year.

Sincerely,

Laurie F
Marketing & Events Manager

www.robinhood.org 111 Broadway, New York, NY 10006

FOLLOW UP: Robin Hood contacted Incredible Adventures again, asking for a “Spy Package” for its 2002 event. The Incredible Adventures Covert Ops custom spy mission for twelve was combined with a trip to a private island. [The package sold for \\$560,000.](#)