



November 2024

Greetings from Marquette University!

On behalf of Marquette Athletics, it is my honor to invite you to be part of the **National Marquette Day Virtual Auction**. Building on the rich tradition of the historic Blue & Gold Fund Auction, we are excited to leverage the energy and pride surrounding National Marquette Day to support scholarships for Marquette student-athletes.

Like last year, the auction will coincide with the excitement of **National Marquette Day, which will take place on Saturday, February 1, 2025**. As with all thirty-two previous auctions, proceeds will benefit the **Blue & Gold Athletic Scholarship Fund**, supporting the **educational needs of more than 300 Marquette student-athletes**. The only difference will be the format of this always-anticipated fundraiser.

As we look to grow our engagement with Marquette Athletics' strong, national support base, this year's auction will move to an **all-virtual format**. We plan to broaden our reach with donors, leveraging the convenience and accessibility of digital platforms to drive the success of this incredibly important annual initiative.

Success begins with the support of donors who contribute unique and desirable items to this signature event for Marquette Athletics. Past online bidders have included Golden Eagle fans from Wisconsin, Chicago, throughout the Midwest, and as far from campus as New York, New Mexico, and California. **An auction item donation form with more information is enclosed.**

**The Blue & Gold Fund Auction has raised more than \$4.7 million in less than ten years, with all funds used to support scholarship funding for all 16 Marquette Athletics programs.** The importance of providing scholarships remains critical for our continued competitive success in the BIG EAST and on the national stage. It is through community support that we rise in excellence and develop accomplished Marquette student-athletes who lead in the classroom, in competition, and in life.

For further details about donating auction items or if you have any questions about the virtual platform for the event, please contact Engagement Director Kim Perez in University Advancement at (414) 288-0347 or by email at [kimberly.perez@marquette.edu](mailto:kimberly.perez@marquette.edu).

I thank you for your consideration. **We Are Marquette!**

Sincerely,

A handwritten signature in black ink that reads "Tom Moran".

**Tom Moran**

Assistant Vice President, Athletics Advancement  
Senior Associate Athletics Director  
Marquette University