This week, the Cajundome marketing team is auctioning off naming rights to the structure for the Mardi Gras holiday to raise funds for the Leukemia and Lymphoma Society of Acadiana.

The bidding, which takes place on eBay from Feb. 5-14, will change the name of the Dome from Feb. 17-21.

"The Cajundome always strives to be a great corporate citizen," said Greg Davis, executive director of the Dome since 1993. "The Leukemia and Lymphoma Society is the local foundation that the Cajundome has supported for several years."

The daughter of former UL Lafayette President Ray Authement, Ph.D., Kathy, died of leukemia while Authement was serving on the Cajundome’s board. Also, Cajundome Operational Director Phil Ashurst is a leukemia survivor, which enticed the marketing team even more so to make LLS its philanthropic.

"Forty years ago, a child's chance of surviving leukemia was 3 percent; today, nine out of 10 live, thanks to advances supported by the Leukemia and Lymphoma Society," said Davis. "Hodgkin’s lymphoma patient survival rates have more than doubled to 88 percent since the 1960s and survival rates for myeloma patients tripled in the last decade."

The idea to raise money for the foundation was adopted from Toronto of Dominion Bank's Fleet-Center in Boston, which, while looking for a permanent sponsor, opted to auction off naming rights for approximately a month and gave the profit to charities in the community.

"We're glad that we found something that meant something," said Pam Deville, assistant director of Cajundome booking. "It's a different way to raise money, we're glad that it's not boring. "What a great way to propose to somebody!" she added.

The bidding festivities online are open to any individual or business. The highest bidder will receive naming rights on the Cajundome's marquee. Derogatory language is prohibited from being on display.

"The Cajundome is excited to be involved in this year's fundraiser for LLS. These funds will further the progress that has been made and will help to save lives," said Davis.

The winner of the bidding will also receive VIP tickets to the March activities at the Cajundome such as mixed martial arts, Louisiana IceGators and the Southwest Louisiana Black Rodeo.

The Cajundome is also planning to have another fundraiser similar to this to auction off a parking space for a year.