



1-877-360-7677 (ROSS) arinrossauctions.com

Marketing Guide

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Auction Preparation schedule

Scheduled Dates :

___/___/___ **Upon Signing of the Contract**

1. Choose a location for the auction (see Room Layout in Exhibits Section).
2. Complete Art Auction Information Sheet.
3. Select Auction Coordinators.

___/___/___ **13 Weeks Prior To The Auction**

Receive promotional material (tickets, flyers and posters) and ticket selling materials (invitations, envelopes, ticket seller envelopes and ticket seller control list). Confirm that all items are received.

___/___/___ **12 Weeks Prior To The Auction**

Auction Strategy Meeting #1.

___/___/___ **11–10 Weeks Prior To The Auction**

Prepare tickets and ticket selling materials.

___/___/___ **8–9 Weeks Prior To The Auction**

Start and continue to sell tickets through to auction date. (Continuously distribute tickets and ticket selling materials to ticket sellers) (see detailed explanations E & F) Arin Ross' account executive will be in contact with the chairperson several times between now and Auction Strategy Meeting #2.

___/___/___ **3 Weeks Prior To The Auction**

1. Auction Strategy Meeting #2. (see detailed explanation D).
2. Distribute flyers and posters (see detailed explanation G).
3. If your organization would like to include a committee listing in the auction catalog, complete Committee Sheet and return it to Arin Ross Auctions. Please do not return the sheet no later than 14 days prior to the auction.

___/___/___ **2 Weeks Prior To The Auction**

1. Submit Art Request Form to Arin Ross Auctions.
2. Ticket sellers to make "confirmation calls."
3. Confirm location, date and time of auction with the facility for seating arranged auditorium style, 22 banquet tables, public address system with a hand held microphone and podium present.

___/___/___ **1 Week Prior To The Auction**

1. Auction Committee Coordinator and Refreshment Coordinator should review responsibilities and times of arrival with Set-Up (4–5 volunteers), Refreshment, Registration/Recording Cashier (3 volunteers), and Display Committees (5 volunteers).
2. Phone in any last art requests to Arin Ross Account Executives.
3. Chair people/Coordinators should review Tallying Money Procedures and Auction Attendance Confirmation Form.
4. Review Reminder Checklist.

I. ART AUCTION COMMITTEE

a. Chairperson and Co-Chairperson

The auction committee Chairperson or Co-Chairperson must be detail oriented and possess excellent follow-through skills. It is important that they monitor their volunteer staffs' weekly progress, to make sure that each staff member's job duties are being completed in a timely manner. Organization and follow-up are key ingredients to a successful and smooth-running art auction.

All Committee members for an art auction should consider themselves good will ambassadors of the event. Everyone must be familiar with your cause and who or what the proceeds will benefit. If the proceeds will go to a general fund, give everyone a list of where monies from that general fund will be distributed.

An art auction is a word of mouth event, so everyone involved needs to spread the word to friends, family, co-workers, and neighbors. The auction needs to be presented to potential ticket buyers as a great way to help your cause and to have fun at the same time. "Art Auction" has the unfortunate connotation of being a stuffy, boring event with high priced artwork up for sale. This is not the case with our auctions. Arin Ross Auctioneer/Entertainers will make certain that everyone has a wonderful time and that attendees will be talking about what a positive experience they had for months to come. Most opening bids range from \$45–\$300 with collector pieces in the price range of \$300 to several thousand dollars. Entertaining stories and anecdotes about the artists and artworks offered for bid are part of the entertainment provided by the auctioneer. Our opening bids are generally 20%–50% below retail price. We also offer a lifetime exchange privilege on every work of art. All members involved with the event should know these details when inviting people to buy tickets to attend the event.

Attendance at your Art Auction is the single most important factor to the success of your group's show. Without attendance, the art cannot be sold, and selling the art is how your organization is going to make money for your very worthy cause. Remember, auction excitement and electricity can only be generated by a large audience.

It is important that you sell more tickets than the actual number of people you expect to see at your auction. Not everyone to whom you sell a ticket will actually come to your art auction; in fact our experience shows the following dependent on ticket price.

- Generally, a below \$10.00 ticket admission will produce one attendee per 3 tickets pre-sold.
- An above \$10.00 ticket will produce two attendees per 3 tickets pre-sold.
- Tickets over \$25.00 will result in a 90% attendance rate.

The chairperson becomes a combination general manager and cheerleader responsible for orchestrating an orderly, efficient ticket sale, and being the art auction's number one booster. It is helpful to schedule meetings with the committee or stay in touch via telephone or email at least once a week. Three weeks before your art auction is the best time to schedule a follow-up meeting with the entire committee to make sure everything is coming together smoothly for an organized and successful auction.

b. Ticket Chairperson

This responsibility can be given to one person or divided between two individuals. A strong ticket chairperson can make the difference between a successful auction and a poor one. Someone with good organizational skills, excellent follow-through, and the ability to motivate people to succeed is the best person for this subcommittee. The ticket chairperson will keep track of and collect the money for all tickets sold. Most importantly they need to make sure that everyone is selling tickets.

c. Auction Day Chairperson

The Auction Day Chairperson will be responsible for signing up a team of volunteers to work on auction night. Our display manager and auctioneer will instruct the volunteers on auction night. You should plan to meet with the auction night volunteers prior to the start of the preview to familiarize everyone with the entire set up of the auction, including who is doing what. Remind everyone they are the ambassadors from your group and responsible for making sure everyone feels welcome. It is very helpful to your auction guests if all volunteers are identified as members of your group by either a name tag or a carnation. This will assure that anyone who has any questions or comments regarding the auction will know whom to address them to.

d. Ad Book/Program Chairperson

Although it requires time and effort, a well organized and coordinated ad journal campaign can bring terrific results. 100% of ad book sales remain with your Organization so a diligent and focused Ad campaign can pay off handsomely. The ad book is an extremely effective method of adding profits to your event. Most organizations will start their ad campaign 12 weeks prior to the auction date.

The Ad book chairperson should be knowledgeable about the organization's members as well as have broader contacts within the geographic and corporate communities. Volunteers helping the ad book chairperson must be willing to canvas merchants to solicit advertising. The community should be divided so solicitors are familiar with merchants. The larger the area represented, the better it is to distribute merchant lists to individuals familiar with the owners.

A list should be compiled of local businesses that the group wants to target to advertise in the ad journal. When creating these lists of businesses consider the following: merchants who have previously donated to the organization, stores frequented by organization members, and stores in close proximity to the institution if this applies. Add to the list potential sponsors and vendors of the organization.

A letter should be created on the organization letter head to all merchants, corporations, and vendors. (See sample on page 19) Inform prospective advertisers of the upcoming auction and its goals, and your desire for their support, and include ad size pricing. Tell them that a volunteer will visit them in the near future. The group can mail the letter to the business owner or the volunteer can deliver the letter.

Volunteers must personally visit all merchants the group wants to target. Volunteers can be divided by two methods:

1. Assign volunteers to merchants they themselves frequent. It is more difficult to give a negative response to a familiar face.
2. The remaining merchants should be divided by geographic location. Ten stores are ideal; more than twenty is burdensome.

Hold a kick-off meeting for all advertising committee members. Explain to all volunteers their great importance to the success of the auction, express your deep gratitude for their participation and slowly explain all of the paperwork. Distribute all paperwork to the volunteers which includes the solicitation letter and the ad pricing.

A volunteer information sheet should contain the name, date, place of auction, and goals of the benefit. Some organizations give complimentary tickets to the business based on the size of the ad that is purchased. The volunteers should have the tickets available to give as well as call the business owner the week prior to the show to remind them of the event. Often organizations will create a guest list at the door, if the business owner lost or gave away their tickets. Remember that attendance is vital to the success of the auction; follow up calls and email can only help increase attendance.

When approaching the business owners remember the importance of a polite, positive attitude. Re-emphasize the information on the volunteer information sheet. Merchants should be aware of the target audience of the event. They will want to know why buying an ad will benefit them. Volunteers should try to make personal contact with the store owner or decision maker. It might take 2-3 visits, because the owner is not always available. A phone call to the business to find out when the owner will be there is often helpful.

A careful procedure must be established for tracking all ads and payments. No ad should be entered in the book without payment. Keeping track of the size of the ad purchased is also very important.

When the merchant submits an ad, it should be ready to be placed on a layout page without any typesetting, rearranging or changing. If you have access to an individual or computer with graphic design capabilities you might accept less than camera ready art. But this is more work for you or that individual.

In order for Arin Ross Auctions to accommodate your printing, we **MUST** have your ad book two weeks before the auction date. Remind all volunteers that we have a deadline —allow ample time for procrastination on the advertiser's part.

All ads, business cards, and other information must be laid out and adhered with a glue stick to a page of regular 20 lb. copy paper (standard copy paper weight) and no larger than 8 1/2" by 11". Make sure all the edges of all business cards, etc. are pasted firmly to the page. Leave a 1/4" border around all of the 8 1/2" x 11" paper. Do not use staples, tape, or paperclips to adhere the information to the paper.

Make sure all stray marks and pencil lines are covered up with whiteout. Dark images such as colored business cards, reflective or metallic colors and light colors do not reproduce well. Use originals for the information you paste to the pages—a faxed or second generation copy begins to distort the image and type. Do not fax us information—the pages do not reproduce well in your ad book.

If there are any pages that need special placement—the inside front cover, the inside back cover and the back cover of the ad book —place a Post-It note on this ad with specific ad placement information. Please review the Guidelines for Ad\Committee\Sponsor Pages on the next page for helpful and important information about the Ad book content and procedures.

It should be sent either by a traceable carrier such as UPS or FedEx. Always make a copy of everything you send to us.

Send your ad pages to :
Arin Ross Auctions c/o Marlin Art
920 Grand Blvd.
Deer Park, NY 11729
Attention; Leta Gochman
877-360-7677 or 800-222-8887

All advertisers must be thanked for their participation with a personal note and copy of the ad page from the book. This paves the way for future contact.

Guidelines for Ad/Committee/Sponsor Pages

Arin Ross Auctions will be happy to include information specific to YOUR organization in the art auction catalogs distributed at your Auction event. These may include:

- A Letter of Greeting or Welcome page from your organization's president, Auction Chairperson or your Auction Committee which details your group's history, current activities and/or the particular purpose for your fund raiser.
- A listing of your organization's Board members and/or your Art Auction committee.
- Thank You page(s) for your donors or patrons.
- Advertisement or Sponsor pages solicited by your committee acknowledging donation to your event in exchange for advertising space in the art auction catalog.

These pages MUST be at Arin Ross Auctions 14 DAYS prior to your scheduled auction date. It is important to understand that we COPY what you send us. We do not re-size, cut 'n paste or edit your submissions.

They may be delivered to us in two ways:

Copy-Ready pages—Your information and or advertisements copied on 8.5" x 11" vertical pages or your ads glued and formatted (1/4 page, 1/2 page, etc..) on 8.5" x 11" vertical pages . Please include a cover page that lists the desired sequence for their appearance or number the sheets with Post-Its.

Email Format—Electronic pages can ONLY be sent in .pdf format. We cannot accept files in Word, Publisher, .jpg or any other file format. It is easy to convert your existing electronic documents to .pdf using a free application called PDF995 or if you have Adobe Reader Pro. See the instructions below if you wish to use the free PDF995.

All pages must be sent to your Account Representatives attention 14 DAYS prior to your event.

Hard Copies:

Arin Ross Auctions c/o Marlin Art
920 Grand Blvd.
Deer Park, NY 11729
Attn: Leta Gochman

Email:

Send your .pdf pages to gochmanl@marlinart.com and please cc to rick@arinross.com
Your Account Representative will contact you upon receipt to confirm their delivery.

Instructions for downloading the free PDF application:

You must have Adobe Reader in order to view .pdf files. It is free and available for download at www.adobe.com. Look for the Adobe Reader logo and follow the download instructions.

Now, go to www.pdf995.com and click on Downloads, then click on the Pdf995 Printer Driver download link. It is perfectly secure, absolutely free and not associated with any ad-ware, spy-ware or information collecting software.

Your computer may give you a security warning asking if you wish to Save or Run this file, click Run. This will automatically install the software on your computer.

This application works with your printer driver and can create any document on your computer in the .pdf format. To activate PDF995, go to your Printer folder (from your Start menu or Control Panel) right click on the PDF995 icon and click on "Set as Default Printer".

Now go back to the application that has your ad/sponsor pages and PRINT as normal. You will then see a window that determines where the new document will be saved and enables you to name the document if

you wish. Remember where you're putting the file as you will need to attach it later! Click Save and the .pdf file will be created. You will then see two popup windows advertising PDF995 (nothing is really free!) that you may close when complete. Your .pdf document should appear in Adobe Reader.

Go back to your Printer folder and reset your default printer by right clicking on the icon for your desk or network printer to de-activate PDF995.

e. **Publicity Chairperson**

The publicity chairperson is responsible for publicizing your art auction as thoroughly and efficiently as possible. Never underestimate the power of the press. Communication is the key to a successful auction. This person should be an individual who is organized, creative, and understands the importance of deadlines.

There are two target markets: an internal market and an external market. The internal market is the membership of the group such as board members, committee members, staff, past donors, alumni, patient families, corporate sponsors and any non-profit organizations the organization helps. Anyone who has contact with the group should be on the internal list. It is vital to spread the word throughout the entire organization. You may think this is the biggest event ever, but many people in your group have yet to understand the significance of the art auction. The chairperson must spread the word on a consistent and recurring basis. Use banners, in-house newsletters, flyers and posters to build enthusiasm.

The external market is the general population. The more the general public sees your organization in the news or on a flyer, the more known your organization and its great cause becomes. Contact all media sources and inquire what the necessary lead-time is to publish event information. Target when the information should be sent and who should receive it. Be as specific as possible. All material submitted should be typed, free of errors and with the name and phone number of the publicity chairperson, so any questions can be answered quickly.

f. **Hospitality/Refreshment/Door Prize Chairperson**

Food is a necessary ingredient to any party, plan to have plenty of it. The hospitality chairperson is responsible for obtaining the refreshments which will be served on auction night. They are also responsible for decorations such as flowers, balloons and light music.

The refreshments may consist of an elaborate buffet or simple yet elegant wine and hors d'oeuvres. You should have trays, plates, and bowls with a variety of attractive appetizers and hearty hors d'oeuvres. Wine, champagne, beer, mixed drinks and hors d'oeuvres make for an excellent preview party. A cash bar is also an option, if the location is a hotel or country club.

Most groups serve finger foods because the room is set up theatre style and your guests will not have tables on which to place their plates. Once the auction starts the food tables can be replenished with desserts and pastries, generally served at the conclusion of the auction.

If you serve coffee, serve throughout the night. **Do not put desserts or coffee out midway through the auction.** Many people leaving their chairs at once are a distraction and break the momentum of the auction.

You should anticipate that on a Thursday or Friday night the food you are offering will serve as dinner for your auction guests.

Donations, either from your group members or from local businesses will greatly cut down on your expenses. Also, as more people become involved with the behind the scenes part of the event, they will also want to attend and they will tell other people about the event. When seeking donations of food, flowers, etc. it is always easier to ask for a small donation from many people rather than a large donation from one source.

You can ask a local merchant or restaurant to donate an appetizer or dessert they are known for and their business can be listed in the program for the donation. The merchant or restaurant can also provide a fold over advertisement which can be placed next to the dish. Keep in mind wineries or brew houses for beer and wine donations.

Group members can become involved by making their favorite hors d'oeuvres recipe for the auction. Again, a card with their name can be placed near the dish.

Floral arrangements always add an elegant touch to the event. They can be placed on the registration table and food tables. At the end of the evening they can be used as door prizes.

Other decorating ideas include luminarias at the entranceway, nice table linens for the registration and food/refreshment tables and ficus trees with white lights which add an air of sophistication.

Live music or taped music during the preview adds to the occasion. If live musicians perform keep them close to the entrance so that when the auction is starting, their exit will not create a distraction. The Arin Ross auctioneer or an Auction Committee member can publicly acknowledge their participation.

Bar and Beverage Guide:

Champagne and Wine—1 case (12 fifths) serves 50 people (82 drinks).

Punch—1 Gallon of punch serves approximately 24 people (32 – 3 oz servings with ice).

Mixers— Figure one bottle per guest and divide that amount equally between soda, ginger, and tonic.

Coffee—one pound of coffee serves 60–80 cups.

The rule of thumb is you will average 40-80 drinks per 40 people.

Most caterers recommend 8–10 hors d'oeuvres per person with this type of reception. You can control the quantity of food eaten if the hors d'oeuvres are butlered on trays.

Door Prizes

Door prizes can increase attendance and profits on auction night.

When selling tickets to the event let everyone know there will be fabulous door prizes given away at the auction. Four or five door prizes on auction night is the just right amount. Arin Ross Auctions donates a work of art to the organization which can be used as a door prize.

Other ideas include: Airline tickets, gift certificates to local restaurants, a vacation home for a weekend. Spa services, the list is endless. Quality rather than quantity is the key here. Most door prizes are drawn at the end of the auction.

One door prize could be set aside for what we call a buyer's basket or a purchaser's pot. Every time a piece of art is sold the winning bidder number is dropped into a basket for this special door prize given away at the end of the auction.

What door prize would help encourage you to stay until the end of the auction? What door prize would convince you to buy a ticket to an art auction?

Committee List and Contact Information

Auction Date: _____

Preview Time: _____ Auction Time: _____

Auction Location/Venue: _____

Address: _____

Telephone: _____

Facility Contact Person: _____

Auction Chairperson: _____ Phone: _____ Email: _____

Auction Co-Chair: _____ Phone: _____ Email: _____

Ticket Chairperson: _____ Phone: _____ Email: _____

Ticket Co-Chair: _____ Phone: _____ Email: _____

Auction Day Chairperson: _____ Phone: _____ Email: _____

Ad Journal Chairperson: _____ Phone: _____ Email: _____

Hospitality Chairperson: _____ Phone: _____ Email: _____

Door Prize Chairperson: _____ Phone: _____ Email: _____

II. A TICKET PLAN THAT LEADS TO SUCCESS

Your goal on auction night is to fill the room with 150–200 people. Advance ticket sales and attendance confirmation will be the keys to your success.

Tickets Sales Fact: Not everyone who purchases a ticket to the auction will attend.

Anticipate that two out of three people who purchase tickets will attend the event. The higher a ticket price such as \$20.00+ per person, the stronger the return ratio.

So how do you make a plan to attract 150–200 people to attend to your event?

Simple. It is a numbers game. For example, let's assume there are 15 people on the auction committee. If each person sells an allotted number of tickets, you can reach your goal with room to spare by following what we call "Pyramid Power."

Each of the 15 Ticket Sellers will be responsible for selling 20 tickets or 10 couples = 300 tickets.

But these 15 people don't have to do all the work themselves.

Each one of them simply finds three helpers. Each person must then sell 10 tickets or 5 couples — a row of people. They could ask their significant other, another member, and a relative to sell tickets. This also opens the event up to more than group members attending and generates more publicity for the group.

The result is 15 people selling 20 tickets each = 300 tickets.

What does this mean in revenue to your group? 100% of all ticket monies go directly to your organization.

300 tickets @ 10.00 = \$3,000.

**Advance ticket sales and excellent follow up ensures auction night attendance.
HUGE AUDIENCE = SUCCESS**

You do not want to go into this event with less than 100 people attending.

It is important to realize and impress upon ticket sellers & Committee members this proven fact:

**Invitations, posters, flyers & advertising do not sell tickets, people do!!!
The printed promotional materials are provided as announcements for your event and cannot be relied upon to generate a significant attendance.**

Ticket Selling Tips

Who will attend this event? Everyone! Automatically you might think “Who do I know who would buy art?” Do not make a buying decision for someone.

Treat this event as if it were a party in your own home. Who would you invite? Create a guest list—start with friends, neighbors, co-workers, relatives; anyone who is in your life such as your hair dresser, anyone you see at the gym, your accountant, your drycleaner, your banker. The list is endless. Take out your address book, blackberry, email address book—the world is waiting for you to invite them!

How to Invite People

The following are key phrases to mention when talking to people about the auction:

“This is going to be a fun night out—Matt and Carla are going as well.”

“There is no obligation to buy the art—just come have a good time.”

“We will have fantastic hors d’oeuvres and refreshments.”

“You might even win a great door prize such as....”

“I heard the auctioneers are entertaining and so much fun.”

“You won’t believe the opening bids; most are less than \$300.”

“They even offer a lifetime guarantee on the art that is sold.”

“This is your chance to get great decorating ideas.”

“The money we raise will help build the new playground for our kids.”

“I know I can count on you to attend and support this great cause.”

“It’s only \$10 per person and the food and wine are included.”

“There will be sports and entertainment memorabilia—not just art.”

“The items to be auctioned are at great prices and are usually much less that you’d expect to pay in a gallery or frame shop”

Do you have any social obligations you need to fulfill? Buy tickets yourself and give them to people to come as your guests. It’s less expensive than taking people out to dinner and easier than throwing a party in your home. You might even have a small pre-auction get together at your home. This will ensure attendance within your own group.

Selling tickets is one thing but having people attend the event is another. Good follow up is essential. Either by phone, in person, or via email get people to confirm their attendance. Friendly reminders starting two weeks before the event will help.

The week before the event personally talk to everyone who purchased a ticket from you. The hospitality/refreshment committee will need a head count the week of the auction and they will appreciate your follow through. Even the week of the auction another reminder about the event is okay. Remember the bottom line of this event—the money raised is directly affected by the number of people who attend.

Ticket Envelope

We provide ticket envelopes for the ticket sellers to keep them organized and informed. The ticket envelope should include:

1. Invitations, Tickets, Flyers and any information about your organization.
2. Thank You Cover Letter—this letter should state how many tickets the ticket seller is responsible for selling, the reason the organization is raising money, and any incentives for selling the tickets.
3. Ticket Selling Tips
4. Sample Advertising Solicitation Letters (optional—if the ticket sellers are also responsible for selling business advertisements, then the sample solicitation letter in the ad journal section will guide them).
5. Follow up meeting dates and times for reviewing ticket sales. The Ticket Chairperson has now become a sales manager and the ticket sellers are the sales force that will insure the success of the auction through attendance. Remember, we cannot sell art to empty seats! Follow up is vital and the ticket sellers need your support and guidance. We suggest that you call or email the ticket sellers weekly to see how they are progressing and have a face to face meeting three weeks prior to the auction date to collect monies and business ads.
6. List of door prizes (if available), If your organization has obtained a few door prizes to entice people to the auction, the ticket sellers should have a list of them when they are selling tickets as another reason to attend the auction. This list can also be updated via email each week.

Remind the ticket sellers to fill in the front of their envelope with name, telephone number and even email address of anyone who purchases a ticket. This is vital when following up the week before the event to remind people of the upcoming auction.

Ticket Seller Control List

<u>Ticket Seller's Name</u>	<u>Phone Number</u>	<u>Ticket Quantity</u>	<u>Invitation Quantity</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
10.	_____	_____	_____
11.	_____	_____	_____
12.	_____	_____	_____
13.	_____	_____	_____
14.	_____	_____	_____
15.	_____	_____	_____
16.	_____	_____	_____
17.	_____	_____	_____
18.	_____	_____	_____
19.	_____	_____	_____
20.	_____	_____	_____

Each line represents a ticket seller envelope issued along with the 25 tickets.

Ticket Seller's Envelope

Seller's Name _____

Address _____

Promotion Coordinator _____

Phone No. _____

Phone No. _____

Date of Strategy Meeting _____

Upon receiving this envelope, fill in the names (couples or singles) and phone numbers of 15 friends, relatives and co-workers you will be inviting to the auction. (Leave 5 blank for unexpected guests.) Invitations should be sent to each party listed. Two weeks after mailing the invitations, call the people you invited asking them how many tickets they'd like to purchase. Fill in the ticket fees collected next to the corresponding name. Approximately two weeks prior to the auction call each ticket purchaser and confirm whether he/she will be attending the auction. Circle the responses next to the corresponding names. Fill in the totals at the bottom and give the money collected enclosed in this envelope to the Promotion Coordinator.

<u>Name</u>	<u>Phone Number</u>	<u>Ticket Fees Collected</u>	<u>Confirmed</u>
1. _____			Y N
2. _____			Y N
3. _____			Y N
4. _____			Y N
5. _____			Y N
6. _____			Y N
7. _____			Y N
8. _____			Y N
9. _____			Y N
10. _____			Y N
11. _____			Y N
12. _____			Y N
13. _____			Y N
14. _____			Y N
15. _____			Y N
16. _____			Y N
17. _____			Y N
18. _____			Y N
19. _____			Y N
20. _____			Y N

Total Tickets Sold _____ Total Confirmed "Yes" Responses _____

Total Fees Collected \$ _____

Sample “Thank You for Helping Us” Letter

Dear Susan,

We are very pleased to be hosting our first Art Auction on Friday, October 13, 2008. Everyone in the organization is looking forward to this grand night!

We have nine weeks to reach our goal of raising \$10,000 for the much needed computer equipment for St. Catherine’s children. We want to create a computer lab of 30 computers and printers.

You as well as I know how much our children need these computers to enhance their educational environment and bring our school up to speed with other schools in our district. Your commitment and enthusiastic support will help us reach our goals and bring big smiles to the teachers, the children, and Sister Maureen.

Attendance is vital to our auction. Each person helping us sell tickets has a goal of bringing 5 couples to the event. Think of the five couples as your row of guests.

Your envelope includes: 10 brochures about St. Catherine’s school, 10 tickets, 5 invitations, 5 flyers, ticket selling tips, and an information sheet about Arin Ross Auctions.

Keep track of everyone to whom you sell tickets on the front of your envelope by filling in their names, phone numbers, and email address. This will help when you call to remind your guests about the auction.

I will get in touch with you on a weekly basis to see how we are progressing. To encourage everyone to sell as many tickets as they can we have a few incentives:

Highest ticket Seller	Bed and Breakfast for 2 nights in Cape May
Second Highest Ticket Seller	Tickets to an Eagles Football Game
Third Highest Ticket Seller	Dinner for two at Sullivan’s Restaurant

We have two grand door prizes on auction night. One is a semester of free tuition and the other is a vacation week at a shore house in Avalon. Each valued in the thousands!

Your time and effort are greatly appreciated. Thank you for helping the kids!

Kay Smith
Ticket Chairperson
610-555-1212
tickets4sell@st.catherine.com

Tips for Ticket Sellers

- We feature original oils, watercolors, acrylics, serigraphs, lithographs, etchings, animation cels, and sculpture.
- Also featured will be sports memorabilia, music memorabilia.
- At our auctions we also feature collectibles and signed sports images and memorabilia.
- The art is of the highest quality and all artwork is custom framed with the finest craftsmanship.
- Most starting bids range from \$45 to \$300. We do have collector works of art that will range from \$300 into the thousands.
- Opening bids are up to 50% less than traditional gallery prices.
- There is literally something for everyone's taste and budget. Arin Ross Auctions offers a lifetime exchange privilege on all works of art.
- The selection of art may include artists such as:

Adams	Ben-Simhon	Boulanger	Britto
Chagall	Dali	Disney Animation Cels	Emanuel
Kinkade	MacWilliams	Max	Mindeli
Neiman	Orlando	Park	Picasso
Rembrandt	Renoir	Rockwell	Shvaiko
Warhol	Waterhouse	Wissotzky-Alexander	Wooster Scott
Wyeth			
- Our web address is www.arinross.com. You can direct people to our site to give them an idea of what they will see at your art auction.

When making a list of people you will invite to your auction do not automatically think of people you think would be interested in art or an auction. Do not make a buying decision for someone. Promote the party and let our wonderful entertaining auctioneers sell the art.

In fact say to people “don’t worry about buying art—just come have a great time with us and support the organization by just showing up.”

Publicity

Newspapers, TV Stations, Radio Stations

Almost every newspaper has a weekend event listing where they print community activities for free. Television stations have community listings on their websites and your cable company might also have a public service announcement channel. Radio stations will also make public service announcements regarding upcoming local events. You should find out ahead of time what their deadline is based on your event date. Most newspapers will list the community events either the weekend before or week of the event. Try local newspapers, community guides, and local magazines that are printed a month or two before the event as well. Every news outlet is different so you should contact all of them by phone to find out what their deadlines are and if the Press Releases should be mailed, faxed or emailed.

Posters and Flyers

We provide 250 flyers and 20 posters. Any facility close to your venue or auction location would be ideal for pre-auction coverage. Facilities such as local grocery stores, libraries, dry cleaners, hair salons, or any place with a bulletin board are ideal. Posting the flyers and posters about 2–3 weeks prior to the auction date is best. Often bulletin boards are cleared every few weeks.

Signs

A large sign placed outside your auction location two weeks before the auction date is a terrific way to advertise. A sign the day of the auction might attract drive-by customers. “Art Auction Tonight.”

Organization Website

Don't forget to put auction information on your website, as another source for getting the word out about the event.

Sample Press Release

Homeless Animal Rescue Team will host an Art Auction on Friday, September 29 at Drexelbrook Country Club in Drexel Hill.

The preview will begin at 7 p.m. with the live auction starting at 8 p.m. Arin Ross Auctions will conduct the auction, which will feature more than 150 custom framed and matted works of art; lithographs, etchings, serigraphs, animation cels, watercolors, original oils signed by the artists, and documented sports memorabilia.

Featured artists include Kinkade, Wooster Scott, Picasso, Chagall, Dali, Renoir, Boulanger, Neiman, Rockwell and Shaviko. The majority of the art will have opening bids ranging from \$45 to \$300. Opening bids are generally 50% less than traditional framed gallery prices.

Tickets for the event are \$10 and the community is welcome. The ticket price includes a wine and cheese social with hors d'oeuvres and desserts throughout the auction.

The funds raised by the event will be used for new a veterinary room at the shelter.

For tickets or further information contact Betsy Smith at 215-555-1212 or visit our website at www.hart.com.

(The press release should be printed on organization letterhead.)

Actual Press Release from Group

TO: Editor
FROM Jim Wilson 215-555-1212
RE: Fund Raising Event to Benefit St. Martin of Tours Parish

FOR IMMEDIATE RELEASE

St. Martin of Tours Parish Art Show and Auction benefit will be held at the new school located at Rt. 179 and Riverstone Circle in New Hope on Saturday, March 1. A fun-filled preview will begin at 6:30 pm and will include refreshments, wine, cheese, and hors d'oeuvres.

The art auction will begin promptly at 7:30 pm. A partial list of the artwork being supplied by Arin Ross Auctions includes works by: Kinkade, Wooster Scott, Picasso, Chagall, Dali, Renoir, Boulanger, Neiman, Rockwell and Shaviko and many others. Most bids are between \$50–\$300 and investment works will be available for the serious collector as well as sports memorabilia, and sculpture. All art is guaranteed to be priced below Retail Prices

“We are very pleased by the generous support we received from area businesses” said Jim Wilson, the program chairperson and events manager at St. Martin of Tours Church. “We received strong support from more than seventy area businesses during our last auction and we expect to see the same show of support.”

Join us for this fun filled event; admission is \$10 or \$15 per couple which includes wine, refreshments, and door prizes. For advance tickets call Peggy Smith at 610-555-1212. For advertising/sponsorship opportunities call Jane Potter 215-444-1111 or St. Martin's at 215-555-1212.

Sample Advertising Solicitation Letter

TO: Holy Trinity Cathedral Program Advertisers
FROM: Betty Johnson, Auction Chairperson

We at Holy Trinity Cathedral are excited to be hosting our second annual Fund Raising Art Auction on Saturday, October 10. All monies from this event will be donated to AIDS Research to help in finding a cure.

Please join us in our effort by advertising your business in our exclusive Art Show and Auction Program. Advertising in the program will enable us to meet our fund raising goal and serve as a direct and inexpensive way to bring your business to the community.

Don't miss this opportunity to participate in this outstanding event. The program lists all of the artwork to be auctioned and will be given to everyone in attendance.

All advertisers will receive two complimentary tickets to attend this fun filled evening. The auction will take place at Holy Trinity at 255 Park Ave. We will start at 7:00 with a one hour preview party featuring wine and Hors d'oeuvres and the auction will start promptly at 8:00. The live auction hosted by Arin Ross Auctions will feature oils, watercolors, lithographs, sports memorabilia and sculpture. Opening bids are up to 50% less than traditional gallery prices. :

Please complete information below and return it to our church office by September 29. We appreciate your support.

For further details please contact me at 215-555-1212 or the church office at 215-123-4444.

See you on auction night!

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Contact Person: _____

Amount Enclosed: _____

Advertising Rates:

Full Page Black and White 8 1/2 x 11	\$100
Half Page Black and White	\$50
Quarter Page Black and White	\$35
Eighth Page Black and White	\$25 (Standard Business Card)

St. Martin of Tours Parish

Jan. 22, 2003

TO: St. Martin Program/Advertisers/Sponsors
FROM: Jim Wilson & Jane Potter, Auction Co-Chairpersons

On Saturday, March 1st, we at St. Martin of Tours Parish are excited to be hosting our Fund Raising Art Auction. This is our second Art Auction and we sincerely hope that you will join us and provide your full support. The proceeds of the Art Auction are to be used by the Parish to fund various special projects and ongoing charitable purposes. We hope to be able to meet our goal of raising \$15,000 from the Auction.

At the Art Auction, you are assured of acquiring quality art at substantial savings while helping to make our fun raising drive a great success. In addition to soliciting your support by the purchase of attractive and valuable works of art, each family is expected to become a patron sponsor. A \$50 Patron's donation entitles a family to be listed in the program and receive two complimentary tickets. Additional tickets are available in advance for \$10 each and \$15 per couple. For your convenience, a response form is attached to this letter and should be returned no later than February 15 in order to meet the deadline for printing the program.

We are hoping that all of you will be able to attend this enjoyable and fun filled evening. Preview of the art will start at 6:30 pm. At this time you may browse the artwork and enjoy complimentary wine and refreshments. The fast moving spirit of the auction will begin promptly at 7:30 pm and your admission ticket will make you eligible for a variety of valuable door prizes.

Rather than incurring the expense and effort of a subsequent mailing of tickets, we are enclosing the two tickets to which each Patron is entitled. We are confident and appreciate your support and look forward to seeing you for what will be a very enjoyable and exciting event! So, please plan to attend and enjoy good cheer, good company, and beautiful art.

Sincerely,

Jim Wilson
Chairperson

Jane Potter
Co-Chairperson

P.S. Don't forget to complete the attached form and return it with your payment to Jane Potter, St. Martin of Tour Parish, P.O. Box 88, New Village, PA 18939

St. Martin of Tours Parish

*Art Show & Auction — Saturday, March 1st 6:30 p.m.
Benefit Sponsor/Advertiser Response Form*

Individual Tickets — \$10/person or \$15/couple contact Peggy Smith at 215-555-1212

All Patrons will be recognized in the program and receive two admission tickets.

Individual Patrons

Silver \$25 _____

Gold \$50 _____

Platinum \$75 _____

Corporate Patrons

Silver \$25 _____

Gold \$50 _____

Platinum \$75 _____

Advertising rates for Auction Program

Inside Front Cover \$200 _____

Inside Back Cover \$150 _____

Full Page (8 1/2 x 11) \$100 _____

Half Page \$75 _____

Quarter Page \$50 _____

Eighth of Page (Standard Business Card) \$25 _____

Name _____

Company _____

Address _____

Telephone Number _____

Contact Person _____

Amount Enclosed _____

NOTE: Mail response form, copy-ready ad, payment and complete contact information to: St. Martin of Tours Parish, Attn: Jane Potter, PO Box 88, New Village, PA 18938 no later than February 15th 2009. Checks are to be made payable to St. Martin of Tours Parish.

Ideas for Business Sponsors/ Advertisers

- Vet
- Optometrist
- Ophthalmologist
- Lawyer
- Real Estate Agent
- Restaurants
- Travel Agent
- Accountant
- Construction Company
- Engineering Firm
- Chiropractor
- Security/Alarm Company
- Retail Store
- Private Schools
- Churches, Synagogues
- Food Store
- Hair Salons
- Car Phone Supplier
- Car Dealership
- Bicycle Store
- Photographers
- Gas Station
- Pet Store
- Dance Studio
- Karate Teacher
- Bakery
- Book Store
- Record Store
- Coffee Shop
- Pet Groomer
- Mary Kay, Avon, Tupperware
- Florist
- Shoe Store
- Ice Cream Store
- Art Gallery
- Mail Boxes, Parcel Plus
- Consignment Store
- Storage Facility
- Party Store
- Hotel/Inn
- Landscaper
- Pool Service
- Toy Store
- Bank/Banker
- Plumber
- Jeweler
- Political Candidates
- Movie Theater
- Caterer
- Massage Therapist
- Fitness/Health Club
- Chamber of Commerce
- Auto Store
- Auto Repair Business
- Printer
- Antique Store
- Funeral Home
- Interior Designer
- Architect
- Homebuilding Company
- Maid Service
- Exterminator
- Apartment
- Radio/TV Station
- Piano Store/Tuner
- Music Instrument Store
- Car Rental Agency
- Limousine Service
- Pharmacy
- Insurance Company
- Sprinkler Company
- Beverage Outlet
- Bakery
- Stock Broker/Brokerage Firm
- Pharmaceutical Company
- Roofing Company
- Ice Skating/Hockey Rink
- Chiropractor
- Mortgage Company/Broker
- Grocery Store

Remember that you do not have to go door-to-door. Just make a list of whom you come in contact with during the week. You will be surprised at how easy it is to help your organization by simply asking people with whom you do business. Call and find out who you need to speak with regarding an ad space purchase for the program book which is given to all of the guests on auction night. This way you might not have to make two trips to the business. Give extra time to franchise businesses such as Pizza Hut and Blockbuster—they may have to get in touch with the corporate office. Stay informed about your own organization and why the money is being raised.

III. VOLUNTEER FACT SHEETS & LOGISTICS

VOLUNTEER JOB DESCRIPTIONS

1. Display Manager Assistants

Four to five people are needed to assist the display manager when the art arrives three hours before the preview begins. Before the truck arrives, the room should be arranged with the necessary chairs and tables. We need the volunteers to help us carry the art into the location and place the works on the appropriate table. This typically takes an hour and a half, volunteers can then leave. Our display manager will fine tune the art set up and inventory the art. Additionally, 3-4 volunteers are needed at the close of the auction to assist in auction break down.

Volunteer Names

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____
7. _____ 8. _____

2. Registration Volunteers

Two to three people are needed to register guests as they enter the location. They should meet with the auctioneer thirty minutes before the preview time. The display manager will have placed the programs and registration/sales slips, and bid numbers at the registration table. A box or bowl should be set aside for door prize entries. Clipboards are a good idea in case there is a line at the registration area. Before the preview the registration forms should be numbered and your group's name should be filled in on the form in the to benefit area.

1. _____ 2. _____
Volunteer Name Volunteer Name

Everyone who attends the art auction must fill in his or her name, address, telephone number on the registration form. A couple should be given one program and one bidding number which corresponds to the number on the registration form.

The registration/sales slips must be kept in numerical order. When the registration of guests is completed, the slips are given to the recorders for the auction.

Have one registration volunteer stay in the registration area when the auction begins in case there are late arrivals.

3. Auction Volunteers

Auctioneer's Assistant

The auctioneer's assistant is trained by the auctioneer twenty minutes before the preview starts.

The auctioneer will give the auctioneer's assistant an auction notebook that has opening bids listed in it. This volunteer will sit in the front of the room, next to the auctioneer during the auction.

This volunteer will help the auctioneer provide opening bids to guests during the preview.

During the auction the volunteer will record what the piece of art sold for and the winning bidder number. The auctioneer might sell more than one image of artwork that is being offered — this is called a

duplicate. The duplicate's buyer # will also be recorded. On a duplicate piece the auctioneer will tell the auctioneer's assistant the color of the frame which is also recorded.

After the auction, the auctioneer's assistant will total the art sales and give the final number and the notebook to the auctioneer.

An adding machine with tape is helpful or a calculator.

1. _____
Auctioneer's Assistant Volunteer Name

Recorders

The auctioneer will instruct the recorders fifteen minutes before the preview starts.

Two volunteers* from the group will be seated in the front of the room near the Auctioneer and are known as recorders. They are given the registration/sales slips, from the registration volunteers when the preview is ending. While they are instructed before the preview, their volunteer services are not needed until the start of the auction.

They will arrange the registration/sales slips in numeric sequence in columns on their table.

When a work of art is sold they will find the buyer's sales slip and record the piece number that was purchased and the final bid price on it.

The auctioneer will always announce "that was piece #10, sold to buyer #20 for \$45." If for any reason the recorders did not get all of the information, they should stop the auctioneer and ask him/her to repeat everything.

We do sell duplicate pieces and they should be recorded as D and piece number on the sales slip.

Once the sale of an Item is recorded the sales slip should be placed back in numeric sequence on the recorder's table.

While we ask everyone to pay at the end of the auction, if someone does have to leave early, the guest will come to the recorder table to get their sales receipt and go back to the cashier area to pay out.

1. _____
Recorder Volunteer Name

2. _____
Recorder Volunteer Name

**Two volunteers can be the same as two of the three registration volunteers. One of the three registration volunteers should remain at their post when the auction begins in case there are late arrivals.*

Walkers

The walkers are instructed by the display manager fifteen minutes before the start of the auction. Make sure the walkers wear comfortable shoes because they are on their feet for two hours.

The walkers will carry each piece of art up to the easel and hand it over to the display manager to be placed on the easel for bid.

If the piece of art is sold it is taken by the walker to a holding area or distribution area where the pieces are stacked by piece number.

If the piece of art is not sold the display manager stacks the unsold pieces behind the auctioneer.

Six walkers are ideal with one of the six being the head walker. The head walker coordinates the art being brought up for bid in numeric sequence.

Walkers

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____

3. Cashiers

The auctioneer will instruct three cashier volunteers ten minutes before the preview starts.

1. _____ 2. _____ 3. _____

Usually the registration area becomes the cashier area. A box of pens and 3 calculators are needed for the cashiers. One adding machine with tape is ideal.

The display manager will give the electronic charge terminal or charge sales slips & credit card imprinter to the cashier. Practice imprinting a card before any actual sales are made.

During the auction one cashier should be available in case a guest needs to leave early.

When the auction is over the recorders will give all the registration/sales slips to the cashiers. One cashier can handle cash and check purchases and two volunteers can handle credit card purchases. More people pay by credit card and this line will most likely be longer.

We accept Cash, Check, VISA, Mastercard, American Express and Discover. The checks are made payable to the organization.

When a guest comes to the cashier table to pay for his/her art, the cashier should add up all items on the sales slip. Sales tax should be calculated and a final total written at the bottom of the receipt.

For Cash & Checks:

- Accept payment and give customer the pink copy for art pick up.
- Place payment in between remaining white & yellow copies of receipt. Keep all cash payments in one stack and all check payments in another.

For Credit Card Purchases:

- Take customer credit card and run it through imprint machine with blank credit card slip.
- Write total payment on bottom of credit card slip.
- Flip the credit card slip over and write credit card code. Visa/Mastercard/Discover have a three digit code on the back of the card strip, American Express has a four digit code on the front of the card.
- Also on the back of the credit card slip have the customer write their name, full address with Zip code, and phone#. Customer must sign the front of the credit card slip.
- Give the customer their copy, their credit card and the pink copy of the registration form for art pick up.
- Slide payment in between remaining white and yellow copies.
- Keep all credit card payments in one stack.

After all of the guests have paid:

- Take all cash from slips and total. Record amount of cash collected.
- Take all checks from slips and total. Record amount of checks collected..
- Take all credit cards from slips and separate for totaling:

Visa Mastercard total purchases (Credit Card # starts with 4 & 5) is one total.
American Express total purchases (Credit card # starts with 3) is a separate total.
Discover total purchases (Credit card # starts with 6) is the last total.

Anyone who purchases a duplicate will pay for it the night of the auction and an Arin Ross Auctions customer service representative will contact the guest regarding arrangements for delivery of the work of art.

**The three cashier volunteers can be the same as the registration/recorder volunteers. It is recommended that the registration volunteer who stayed at the registration area for late arrivals, return to the station before the end of the auction to act as cashier for any early departures.*

Volunteers are at the heart of every group. Volunteers contribute the energy and enthusiasm that keep the auctions new and exciting year after year. We thank them for their time and talents.

Tallying Money Procedure

After all the purchasers have paid, the financial settlement for your auction will be calculated. Because all checks are made payable to your organization and all cash collected is retained by your organization, a check is typically due Arin Ross Auctions at the end of the auction. After writing Arin Ross Auctions a check, your organization will be left with an amount equivalent to its commission less the 2% service charge on all charge sales. To determine the amount due Arin Ross Auctions use the following formula:

Example:

1. TOTAL SALES (The total of all sales slips' subtotals prior to sales tax. This number should agree with the auctioneer's.)	\$10,000.00
2. SALES TAX (Multiply the total sales in #1 above by the applicable sales tax percentage. Arin Ross Auctions submits all sales tax to the state of record.)	\$700.00 (example, 7%)
3. GROSS SALES (The sum of #1 and #2 above. This number should equal the total of all sales slips, including sales tax.)	\$10,700.00
4. ORGANIZATION'S COMMISSION (Multiply Total Sales, #1 above, by the applicable commission percentage.)	\$2,000.00 (example, 20%)
5. CHARGE SALES (Total of all charge slips including sales tax. Arin Ross Auctions/Marlin Art processes all charge slips.)	\$2,500.00 (amount used for this example)
6. 2% CHARGE FEE (Multiply the total charges sales, #5 above, by 2%)	\$50.00 (2,500.00 x .02, in this example)
7. AMOUNT DUE ARIN ROSS AUCTIONS/MARLIN ART (Check due is made payable to Marlin Art)	\$6,250.00

In the above example, the organization retains \$1,950.00 (\$2,000 commission less \$50 Charge Fee) and pays Arin Ross Auctions/ Marlin Art \$6,250.00

Arin Ross Auctions/ Marlin Art will take back and process all charge slips. Therefore:

Arin Ross Auctions/ Marlin Art -check=	\$6,250.00
charges=	\$2,500.00
Organization – commission=	\$1,950.00
	\$10,700.00— Equivalent to Gross Sales (#3 above)

IV. AUCTION DAY TIMELINE CHECKLIST

Set up Time: _____ Preview: _____ Auction: _____

(One hour before art arrival time or 4 hours before the scheduled preview)

___ 4–5 Display Manager's Assistants meet at the location to set up chairs and tables. The podium and PA system should be set up at this time. Test the PA system to make sure everything is working.

(Art set up time is three hours before preview time)

___ Arin Ross Auctions Display Manager arrives and supervises set up of artwork with the Display Manager's assistants. This will take about one and a half hours.

(One hour before preview)

___ Arrangements should be made for Display Manager to eat and dress for the auction. The room should be secure if Display Manager leaves. The auctioneer will arrive an hour before preview. Some auctioneers travel with the Display Manager.

(One hour before preview)

___ Auction day chairperson should meet with all auction volunteers to make sure all positions are filled and go over room set-up and facilities with everyone.

(Thirty minutes before preview)

___ Registrars meet with auctioneer for instructions.

(Twenty minutes before preview)

___ Auctioneer's Assistant meets with auctioneer for instructions.

(Fifteen minutes before preview)

___ Recorders meet with auctioneer for instructions.

(Ten minutes before preview)

___ Cashiers meet with auctioneer for instructions.

(Fifteen minutes before auction starts)

___ Walkers meet with the Display Manager for instructions

(Five minutes before auction starts)

___ Chairperson or designated speaker meets with auctioneer to open auction.

(After the Auction and after all guests have paid for their artwork)

___ Cashiers meet with auctioneer after the auction for financial close-out. This typically takes one half hour.

Auction Day Chairperson Checklist

Task Completed	Date	
_____	_____	Volunteers recruited and assigned to positions. (Four weeks prior to auction)
_____	_____	Confirm auction night volunteers and check PA system, podium and lighting at auction location. (One week before auction)
_____	_____	Display Manager's Assistants meet at auction location and set up all tables and chairs. (One hour before truck arrival time — truck arrives three hours before preview)
_____	_____	All auction volunteers arrive 1 hour before preview.

Auction Day Volunteers:

Display Manager's Assistants for afternoon — pack up:

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____
 7. _____ 8. _____

Registrars during Preview

1. _____ 2. _____

Auctioneer's Assistant:

1. _____

Recorders during Auction:

1. _____ 2. _____

Walkers during Auction:

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____

Cashiers-one during auction, three post auction:

1. _____ 2. _____
 3. _____ 4. _____

V. ORGANIZATION REMINDER CHECKLIST

Auction Day

- QTY.
- ___ 1 Public Address System (a cordless microphone or one with a long cord if preferred).
Test system to ensure it is functioning.
 - ___ 1 Adding Machine with tape
 - ___ 3 Pocket Calculators for the Cashiers
 - ___ 2 Cash boxes for cash purchases of art and ticket sales. Should include \$100 in \$1, \$5, \$10, and \$20 bills; \$5 in coin change (if you charge sales tax on the purchase of art)
 - ___ 22 Banquet size tables for artwork. 140 feet of table space is ideal
 - ___ 1 Banquet table for Recorders
 - ___ 1 Banquet table for Registration which can also become cashier area
 - ___ 200 Chairs
 - ___ 1 Podium for Auctioneer
 - ___ 1 Box or basket for raffle tickets
 - ___ 20 Pens for Registration, Cashiers, and Recorders
 - ___ 1 Blank Check for payment to Marlin Art at the conclusion of the event

Don't forget lighting. Bright lighting will give the art impact and this will contribute greatly to the success of your show. Soft, mood lighting is not appropriate for an art auction.

Recording Procedures

The Recording/Cashier Committee, of 3 people, should sit at a table where they are able to clearly hear the auctioneer and see the artwork on the easel.

Each of two of the committee will be responsible for the recording of certain bidders' purchases (for example, one recorder may be responsible for bidders 1–50 and the second recorder may be responsible for bidders 51–100). Sales slips should be spread out in columns on the table in consecutive order. All purchases are recorded on the appropriate bidder's sales slip as the purchases occur. The auctioneer will announce the lot number (3), bidder number (which is already filled in on the sales slips), and price (4) of the artwork purchased. This information should be written in pen in the allotted spaces on the sales slip.

The third Recorder Committee member should sit at the same table prepared to take early payments. Payments made during the auction should be discouraged to avoid confusion while recording sales. However, if a purchaser must pay during the show, the third recorder will be available to accommodate them. The third Recorder Committee member should quietly tell the Arin Ross Auctions' display manager which pieces the early payer is taking, so he may get the pieces. Under no circumstances should the purchaser take the art they've purchased, themselves. We prefer the art (especially the sold pieces) be handled as little as possible to avoid damages.

Date _____		Bid Number _____	
Name _____			
Address _____			
_____		_____	_____
Phone	City	State	Zip
Email _____			
		920 Grand Blvd Deer Park, NY 11729 631-242-3344 www.marlinart.com	
Painting #		Price \$	
(3)		(4)	
_____		_____	
_____		_____	
_____		_____	
_____		_____	
_____		_____	
_____		_____	
Type of Payment		Tax	
Credit <input type="checkbox"/>		Total	
Check <input type="checkbox"/>			
Cash <input type="checkbox"/>			
Directions: L.I. Expressway to exit 52 S(Cornmack Rd) Go 3.5 miles to Grand Blvd. Turn left on Grand Blvd. We are 1/4 mile down on the right.			

Art Request Form

THIS FORM MUST BE RETURNED TO ARIN ROSS AUCTIONS ON OR BEFORE _____

Name of Organization _____ Date of Auction _____

Approximate number of tickets sold? _____ How many people do you expect? _____

When will ticket holders be contacted to determine an accurate headcount? _____

Marlin Art's staff is constantly evaluating trends in the marketplace and analyzing what sells better for specific organizations in particular geographical areas. Although confident that our art selection analysis is second to none, we invite you to share pertinent information with our staff so that we may accommodate your requests to the best of our ability.

ART SELECTION

Our standard auction will include a blend from most of the following categories, but we suggest that you provide us with additional information so that we can make the necessary adjustments to meet your organization's particular needs. In

	NONE AT ALL	LESS THAN AVG.	AVERAGE	MORE THAN AVG.
Abstract				
African-American				
American/ Primitive/Folk				
Animals (Domesticated)				
As-Is				
Children				
Christian				
Contemporary				
Impressionism				
Judaic				
Landscape				
Oils/ Watercolors				
Seascapes				
Sports				
Street Scenes				
Southwest				
Traditional				

ART PRICING

Generally artwork at auction sells in a higher price range than what you may think. Based upon our experience, our typical auction has approximately:

- 30% under \$125,
- 50% between \$125-\$450 and
- 20% above \$450.

Please express where you would like some adjustments made:

OPENING BID PRICES	LESS THAN AVG.	AVERAGE	MORE THAN AVG.
\$65-\$125			
\$125-\$250			
\$250-\$450			
\$450-\$750			
\$750-\$999			
+\$1000			

Specific Requests and other information:

WEBSITE ARTWORK: Our website has a tremendous amount to choose from, therefore it is not possible to bring all that our site offers to each auction. Remember that if we are unable to fulfill all requests the night of the auction, your organization will still receive commission on all sales that you have directed to Marlinart.com

We will try our best to honor all of your requests, but please understand that there is no guarantee that we will be able to fulfill all of them. To increase the probability of our staff being able to satisfy these requests, this form needs to be returned no later than 2 weeks before your auction date.

SAMPLE FLOOR PLAN

Below is a sample floor plan indication how your room should be set up.



