

**FUNDRAISING MADE EASY.** 



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FICEL SPORTS & ENTERTAINMENT MARKETING IS AN INDUSTRY LEADER, WITH OVER 30 YEARS OF EXPERIENCE. LET US DESIGN A CUSTOM AUCTION THAT WILL MAXIMIZE YOUR ORGANIZATIONS' FUNDRAISING OPPORTUNITIES.







Enhance your auction with Limited Edition & Signed Memorabilia. No payments until items are sold at auction. We take back any unsold product.

Your Charity/Fundraiser is guaranteed to make 20% at the suggested minimum bid. Every dollar over the minimum belongs to you!





**EXCLUSIVITY:** Ficel owns many exclusive Team Canada 1972 unique collectibles.

**SELECTION:** We have hundreds of Authentically signed, and officially licensed products, with a wide variety and prices ranging from \$12.99 to \$4,999.99.

**AUTHENTICITY:** Each signed piece of memorabilia comes with a Certificate of Authenticity & Tamper-evident Hologram for quaranteed collectability and value.

**EXPERIENCE:** FICEL has been assisting leagues, charities and other organization with their fundraising, events and consignments needs for 30 years.



### FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM PROPOSED STEPS TO A SUCCESSFUL SILENT AUCTION - 1

### **BEFORE THE EVENT:**

- (1) Make a master list of all the items, their value, and the minimum bid for each.
- (2) Using small blank stickers, put a number on each item. Put the same number next to the item on your master list and bid sheet (see #3).
- Print bid sheets. Write the name of the item, the item number, a short description and the minimum bid amount. Include a minimum bid increment. (One rule of thumb for minimum increase: \$5 for items up to \$50, \$10 for \$50-\$300, \$15-25 for items over \$300). Make sure there is space for the bidder's name, phone number, and the amount they bid.
- (4) Bring supplies you think you'll need. Suggested items are: plenty of pens and markers, some whiteout tape, extra bid sheets, and an extra roll of tape to tape your bid sheets down.
- (5) Recruit volunteers to help set up, monitor and close tables; a "bank" crew to organize bid sheets (especially of multiple winners) and collect money from winning bids; and a clean-up crew.
- (6) Start setting up early! A day before the event is preferred as long as the auction items can be secured or, alternatively, as early as possible! You'll need extra time not only to set up but to allow for any errands to be run.
- (7) Lay out all the items and the bid sheets. Things such as jerseys are better hung on walls or placed on display easels (provided upon request). Don't worry if the bid sheet isn't right next to the item. Just make it close. That's what the numbers are for.
- (8) Tape the bid sheets down. It's easy for bid sheets to get blown or knocked around.

#### **DURING THE EVENT:**

- (1) Monitor the tables to make sure bid sheets are staying in place and people are following the minimum bid and minimum increase rules.
- (2) Give people plenty of warning as closing time approaches! Make announcements at least 10-15 minutes during the auction and every 5 minutes before it closes. People will want to bid right up to the very end.
- (3) When the bidding time ends, quickly pick up all the pens and sheets and circle the winning bid.
- (4) Have "bank" volunteers sort the sheets by last name/alphabetical order. If anyone has won more than one item (a common occurrence), staple those sheets together.
- (5) Call people to the "bank" when the bankers are ready. Either call bidders up one at a time by name or just have them form a line.
- (6) If someone has won one or more items and doesn't appear, set those bid sheets aside. When you're just about done with the people in line, have the emcee announce their names in case they are still at the event.
- (7) As people pay, have a volunteer collect their items. Most people are very honest, but one bad apple can really spoil the event for others.



### FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM PROPOSED STEPS TO A SUCCESSFUL SILENT AUCTION - 2

### **AFTER THE EVENT:**

- (1) Once the event is completed and all successfully auctioned items paid, you may still have items remaining. Some people may leave early or are unaware they have won. This is the reason you have their phone number on the bid sheet. Take the items with you.
- (2) You should deal with the unredeemed items the next day, do not wait. For items that met the minimum bid but weren't picked up, you or a volunteer will need to call the bidder. Ask if they could please come get their things.
- (3) Prepare for derelict bidders. Undoubtedly there will be people who don't want to pay for the things they bid on. Call the next person on the bid sheet and see if they still want it as long as they have met the minimum bid requirements.
- (4) Count the money and cheques before going to the bank. Look for cheques that are made out improperly. The bank may still accept them, but you should be aware of them.
- (5) Return any items you borrowed to hold the event.
- (6) Give thanks and recognition to those who donated.

### **TIPS**

- Use pens for people to bid with, not pencils.
- **DO NOT** put the retail value on the bid sheet. Putting the retail value sets up a psychological barrier that bidders are unlikely to go over.
- Make bidding sheets half-sheet size (4-1/4" x 11") if you have a lot of items. This reduces bid sheet crowding on the tables. If a bid sheet fills up, you can tape an empty one to the filled one.
- On bid sheets, names need to be written each time a bid is increased, but phone numbers need to be written only once.
- Consider having some volunteers put their names on the bid sheets with a minimum bid. An item looks a bit more attractive if someone else has already decided they want it.
- If you have many items, consider closing the tables at intervals, such as every 15 minutes. Doing so helps keep the volunteers from being overwhelmed at table closing time. If you do this, generally, the more expensive and popular items will go on the tables that close at the end.

### **IMPORTANT NOTE:**

If you have multiple bidders that want the same item you may contact us for additional inventory to increase your sales and profit as well as the satisfaction of attendees.



# FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM BID SHEET SAMPLE





### FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM PROPOSED CHECK LIST FOR AUCTION

This Consignment Program has been developed to meet your needs by providing you with the opportunity to raise significant funds from our Limited Edition Sports Collectibles and at the same time, eliminate any up front financial expenditure, as well as the risk of carrying inventory. **SUPPLIES** Ball point pens Case cutter Scissors Stapler/Staples Clear carton sealing tape & gun Several plastics hangers Dolly Large envelopes Easels Product Camera SIGNAGE Product bid sheets Blank bid sheets Signs of visa/mc Signs all taxes Catalogues (2) Business cards **Brochures PAYMENT** Calculator Visa/mc machine Visa/mc sales slips Cash box



### FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM AGREEMENT FORM - 1

This Consignment Program has been developed to meet your needs by providing you with the opportunity to raise significant funds from our Limited Edition Sports Collectibles and at the same time, eliminate any up front financial expenditure, as well as the risk of carrying inventory.

#### **TERMS AND CONDITIONS**

- (1) Ficel Marketing Corp. Limited Edition Collectibles will be available for events on a consignment basis, up to one week prior to the event.
- We will supply the organization with our Retail Value, and, the Reserve Bid to be placed on the items, to ensure the organization maximizes on the potential funds to be raised. Should any items not attain the Reserve Bid amount, the items are to be withdrawn from the auction or event. (Please note that product prices do not include tax)
- (3) The items chosen by your organization are to be picked up from our office by an authorized person from your organization, during the week prior to the event. In certain circumstances, deliveries can be arranged. Your authorized person is to inspect the product and sign for the product as received in good order. The pick up requirement has been put into place strictly to assist the charity to keep transport costs to a minimum. The packaging we supply although sufficient for pick up transport, it will not withstand shipment through a courier service.
  - \* While most organizations will pick up their merchandise directly from our offices, we can provide shipping to your organization. Insurance and shipping costs to, and from the organization are the sole responsibility of the event holder.
- (4) All product is provided on a consignment basis. The consignment inventory invoice will be created at the time of pickup, and will serve as an inventory control log. Upon completion of your event, you will be invoiced at 20% off the "Suggested Minimum Bid" price (plus applicable taxes). The invoice will reflect the Event date and the return period in which the unsold product is expected to be returned to our offices (if applicable)
- (5) While the items are in the possession of your organization, your organization will be responsible for any loss or damage to the items. While Ficel Marketing inspects all of our product before it leaves our offices, it is the responsibility of your organization to check the product for any damages before you take it into your possession. By signing this form and taking the product into your organizations possession, you have agreed that the product is undamaged and in a saleable condition. If consignment products return damaged or in an unacceptable condition, as deemed by Ficel Marketing, Ficel Marketing has the authority to charge you the wholesale price of damaged product.
- (6) Within one week of completion of the event, reconciliation of the items sold, possible return of unsold items and payment of items sold is to take place. After a period of two weeks (14 days), from the date of the event, all outstanding charges will be applied to the credit card supplied. Any items that are sealed, must remain sealed and in its' original condition, in order to be returned. Your organization will be charged for sealed product that is returned unsealed. We suggest all packaging materials be kept and used to package goods sold or to package possible goods for return, if applicable. Should any product remain for return, an authorized person from the organization should return the product, as the packaging does not allow for courier transport as previously outlined. Upon arrival of the product back in our office, the product will be inspected for any damages and to ensure that all Certificates of Authenticity have been returned.
- (7) Although we do not require any upfront payment we understand that you may be taking products amounting to a significant value and for security purposes, we will require a credit card preauthorization of 20% of the value of the goods that you hold in inventory. This charge is subject to reconciliations and reapplied if needed.

I have read the above and	am in full agreement wit	h the terms and	conditions
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X	
SIGNATURE	DATE



## FICEL MARKETING - CONSIGNMENT AUCTION PROGRAM AGREEMENT FORM - 2

CONTACT INFORMATION:		
NAME		NIZATION
ADDRESS		. ADDRESS
CITY, PROVINCE, POSTAL CODE	TELEP	HONE
EVENT DETAILS:		
EVENT NAME		
EVENT DATE		CTED RETURN DATE
DURATION OF PROGRAM:  SINGLE EVENT  LONG-TERM PROGRAM N	MONTHS	
CREDIT CARD INFORMATION:		
CREDIT CARD #	EXPIRY (MM/YYYY)	
NAME ON CREDIT CARD		CARDHOLDER'S SIGNATURE



### **TESTIMONIALS**

#### JENNIFER SHEPHERD - TEAM SIMMON'S SILENT AUCTION FUNDRAISER

"Thank you for your tremendous assistance with Team Simmon's Silent Auction Fundraiser in support of Wounded Warriors Canada held during the Tim Hortons Brier. I am extremely grateful for your guidance, advice and assistance in setting up the event."

#### TREVOR BAER - TYLER TODD MEMORIAL HOCKEY TOURNAMENT SILENT AUCTION

"Overall I believe Ficel can make any auction a huge success, also for organizers of events and auctions they are really easy to deal with. They made it stress free."

### **CONTACT INFORMATION**

For more Information, Questions or to Book your Auction Today please Contact:

**DREW KULIG - BRAND EXECUTIVE** 

drew@ficel.ca / (905) 607-7414 EXT. 235

**BEN GRYSCHUK - ACCOUNT EXECUTIVE** 

ben@ficel.ca / (905) 607-7414 EXT. 234

CALL FOR AN APPOINTMENT TODAY Monday to Friday 9:00am - 5:30pm