



BIDAID

CHARITY AUCTION INFORMATION GUIDE

2019/20

FUNDRAISING
REGULATOR

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WHAT WE DO

BIDAID

INTRODUCTION

BidAid is the most complete charity auction event provider in the industry.

Our service is totally unique as we manage and fulfil every aspect of our business to ensure the highest levels of service, whilst providing the most comprehensive and unique range of auction lots.

We provide more variety of auction facilities than any other service ensuring you, as the customer, get exactly what you require to make your event a success.

We take pride in our obligations as fundraising partners and we prioritise your event requirements first and foremost. No upfront payments, no long-term contracts, no hassle.

BIDAID.COM



MISSION STATEMENT

MISSION STATEMENT

To provide the most effective charity auction solutions to maximise event fundraising for charities and beneficiaries.

AUCTION OPTIONS



DIGITAL BROCHURE

We provide digital bidding software on the latest Samsung tablets for your event. Our bespoke software has been specifically designed for charity auction events.

Guests can make digital bids at your event using secure pin entry and can battle it out against other guests to win the desired lots. This style of bidding is fun and creates an exciting atmosphere at your event.

A digital leaderboard can be integrated into your existing visual media. Alternatively, we can provide a digital leaderboard as an additional service.



HARD COPY BROCHURE

We provide a magazine style brochure for each guest at your event. We use experienced designers to create stunning brochures that will captivate your guests and encourage bids.

Guests can make silent bids by writing down their highest bid for the auction lots they would like to purchase. This style of auction encourages high bids as they get only one chance to bid on each item.

Our products are aesthetically designed which increases desirability and therefore encourages higher bids.

A fixed digital brochure is also available for your event from August 2019.



LIVE AUCTION

We provide a live auction service that can be offered alongside our other auction methods or as stand-alone service.

We use experienced auctioneers who will encourage bidding activity as well as entertain your guests.

We also provide celebrity auctioneers who add sparkle to your event.

We process payments using premium secure payment processing terminals.

EVENT BROCHURE



EVENT BROCHURE

What you can expect at your event...

At your event your guests will be provided with an 'Event Brochure' that contains the full itinerary of auction lots for your charity event. Guests can peruse the brochure and make bids accordingly.

Our event brochures are completely bespoke and are designed specifically for your event providing editorial flexibility. Our dedicated in-house design team will bring your event brochure to life which further encourages bidding with its aesthetically considered layout and design.

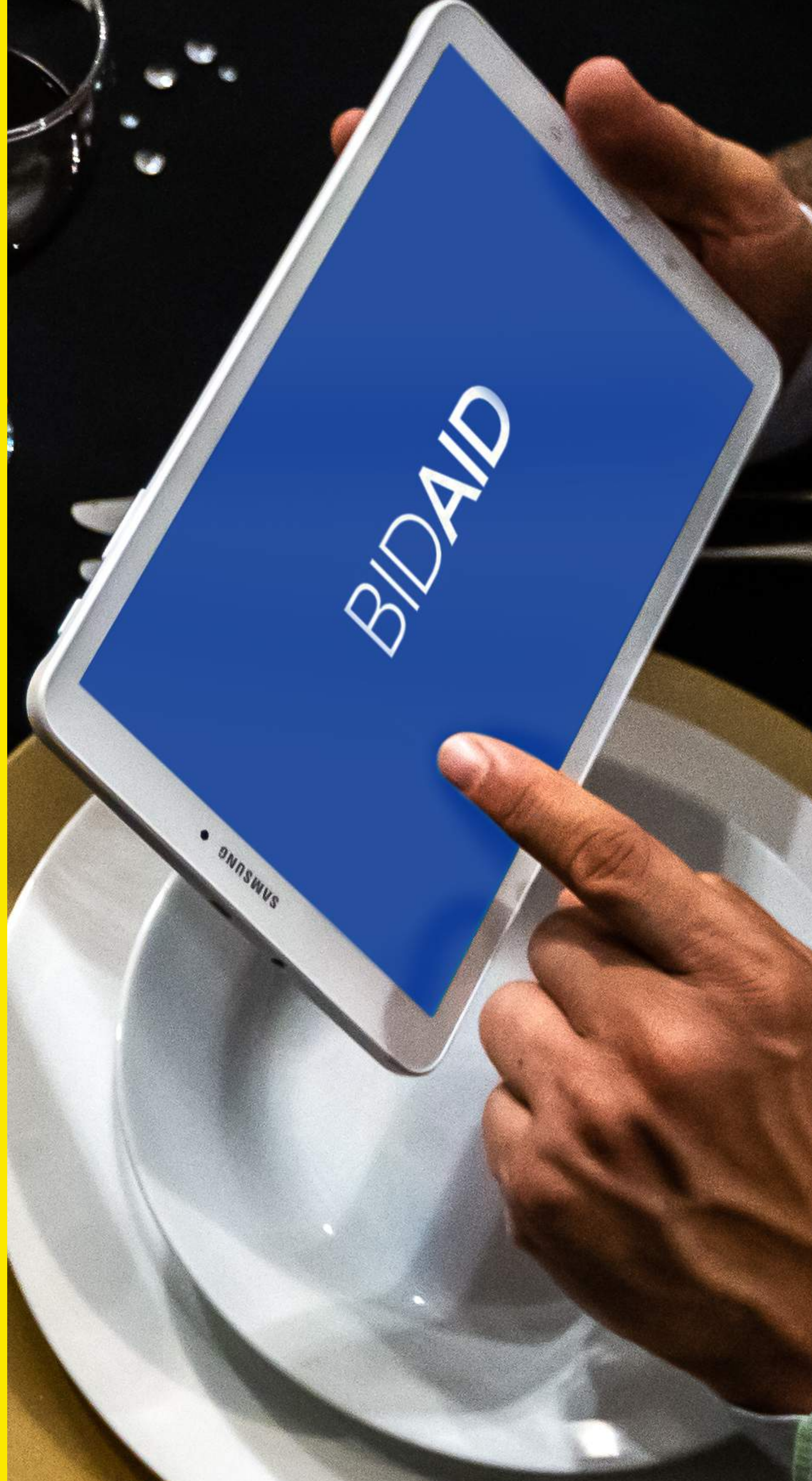
Guests will place their maximum bid in the box alongside the items they wish to bid on. Then, once they have completed their details on the back of their brochure, our team will collect the brochure. Once the silent auction has ended, winning bidders will be notified.

Our team will then provide secure card processing terminals for payment.

Benefits of Event Brochure:

- High Quality Product Representation
- Highly Competitive Bidding
- Editorial Flexibility
- High Visual Impact
- Bespoke Event Brochure

DIGITAL BIDDING



DIGITAL BIDDING

What you can expect at your event...

At your event your guests will be provided with a Samsung interactive bidding tablet which displays the BidAid auction software. Your event information and auction lots will be on display to all your guests providing them with all the information required as well as the opportunity to engage into the auction itself.

Once your guests have completed the simple registration process they will be prompted to create and use a four digit access code which provides a secure bidding process. The software has been designed specifically for its user friendly benefits ensuring your guests aren't deterred from this style of auction.

Guests can peruse the auction lots and make bids accordingly. Our live auction leaderboards and tablet notifications inform guests when they have been outbid and provide continuous opportunities to increase bids. This encourages a competitive yet entertaining element to your charity auction.

The software includes a 'Live Help' request option which alerts a staff member who will assist promptly and efficiently.

A 'Pledge' button is also displayed allowing your guests to make instant donations to your charity. Payments are made securely via our online payment partner, Stripe.

Winning bidders will be displayed on leaderboards and our staff will congratulate your winning guests and provide secure card processing terminals for payment.

Benefits of Live Digital Bidding:

- Pre Event Bidding
- Interactive Bidding
- Event Software Customisation
- Improved Product Representation
- Competitive Bidding
- Editorial Flexibility
- Stunning Visual Impact
- Instant Pledging Facility

DIGITAL BROCHURE



DIGITAL BROCHURE

What you can expect at your event...

At your event your guests will be provided with Samsung interactive bidding tablets which display the BidAid 'Digital Brochure'. The digital brochure is presented in a 'magazine style' format which will bring familiarity to those who have experienced standard event brochures previously.

The digital brochure can be viewed on the tablet and is completely interactive. Pages can be turned with the swipe of a finger and a full suite of user friendly options and tools are available making the digital brochure a simple yet engaging form of display.

Each guest will be provided with a 'Silent Auction' bid sheet where they can make their silent auction bids on any of the items they have viewed in the digital brochure.

Once the auction time has lapsed all bid sheets are collected by our staff and winning bidders are informed and provided secure card processing terminals for payment.

Benefits of Digital Event Brochure:

- Original Silent Auction Style Combined With High Quality Tech
- Bidders Will Bid Once, With Maximum Bid
- High Quality Product Representation
- Highly Competitive Bidding
- Editorial Flexibility
- Stunning Visual Impact
- Unique brochure for your event



COMING SOON | AUGUST 2019

LIVE AUCTION



LIVE AUCTION

What you can expect at your event...

Our live auction service provides you with the opportunity to have a hosted live auction at your event with one of our auctioneer hosts bringing down the hammer. We can provide regular auctioneer hosts or celebrity auctioneers.

Having a live auction encourages active bidding and engages your audience which often results in increased revenue. Live auctions are better suited to a select amount of lots and ideally used in conjunction with one of our other charity auction options.

SAMSUNG

SERVICE PRICING

OPTION 1A | Tech & Auction Lots

We provide complimentary hardware and software for all events when we supply the auction products.

Our dedicated team will plan, design and attend your event and implement a professional charity auction solution.

Auction lots will be provided with fixed reserve prices, with all revenue raised above the stated reserve allocated to your charity event total revenue.

Service Includes:

- Event Staff
- Travel & Logistics
- Event Software Customisation
- Pre Event Bidding
- Up to 5 Charity Supplied Lots which BidAid takes 10% of sale price
- Audio Visual Equipment
- Support Wi-Fi*
- Payment Processing (2.5% charge)**
- Financial Report
- Optional Online Platform Inclusion
- Cost £1.95 per guest for staffing, logistics

FREE TECH & HARDWARE

OPTION 1B | Tech Only

If you require our digital technology only and you will be providing your own auction lots we can provide you with our innovative software and hardware under our fixed cost pricing.

A £2500 charge for events with up to 500 guests. Events with over 500 guests will be charged an additional £500 per 100 additional guests. Charges include event administration and setup assistance.

Additional staff charges are applicable.

Service Includes:

- Event Staff
- Travel & Logistics
- Event Software Customisation
- Audio Visual Equipment
- Support Wifi*
- Payment Processing (2.5% charge)**
- Financial Report
- Pre Event Bidding
- Optional Online Platform Inclusion

OPTION 2 | Digital Brochure

Our digital brochure is designed almost identically to the traditional paper format. Your users will be able to turn digital pages with a simple swipe of the finger.

The digital brochure option is ideal for those looking to provide a familiar silent auction style combined with beautifully designed technology.

Auction lots will be provided with fixed reserve prices, with all revenue raised above the stated reserve allocated to your charity event total revenue.

Service Includes:

- Event Staff
- Event Bidding Equipment
- Travel & Logistics
- Brochure Design
- Content Management
- Up to 5 Charity Supplied Lots Which BidAid takes 10% of sale price
- Payment Processing (2.5% charge)**
- Financial Report
- Advertising Space (50/50 Rev Share)
- Cost £1.95 per guest for staffing, logistics

COMING SOON OCTOBER 2019

OPTION 3 | Hard Copy Brochure

Our newly designed printed brochure is unique in the industry. Design and content services are complimentary ensuring you get exactly what you require in your brochure without any additional cost.

Auction lots will be provided with fixed reserve prices, with all revenue raised above the stated reserve allocated to your charity event total revenue.

Service Includes:

- Event Brochure
- Event Bidding Equipment
- Event Staff
- Travel & Logistics
- Brochure Design
- Content Management
- Up to 5 Charity Supplied Lots Which BidAid takes 10% of sale price
- Payment Processing (2.5% charge)**
- Financial Report
- Brochure Recycling
- Advertising Space (50/50 Rev Share)
- Cost £1.95 per guest for staffing, logistics

FREE BROCHURE

* Support Wifi is an alternative to on location Wifi Our Wifi comes at a cost depending on location at number of guests

** Payment processing fees to be charged in partnership with WorldPay

AUCTION LOT REVENUE

CHARITY ALWAYS COMES FIRST

BidAid is committed to ensuring that you, the charity, are the main beneficiary from any lot item sold at your event. Your charity will benefit from every single item sold.

We guarantee this by providing the charity with 10% of the reserve price on **ALL** items sold. You will also get 100% of all revenue raised above the reserve. **GUARANTEED!**

Chart 1 - Item sells at reserve.

Chart 2 - Item sells above the reserve.

EXAMPLE AUCTION LOT (Chart 2)
Amy Winehouse Signed Print Memorabilia

Auction Reserve/Lot Cost

£600.00

Final Sale Price

£1200.00

Charity Profit

£600.00

TOTAL PROFIT :£660.00

£600.00 (Over Reserve)

£600.00

CHART 1

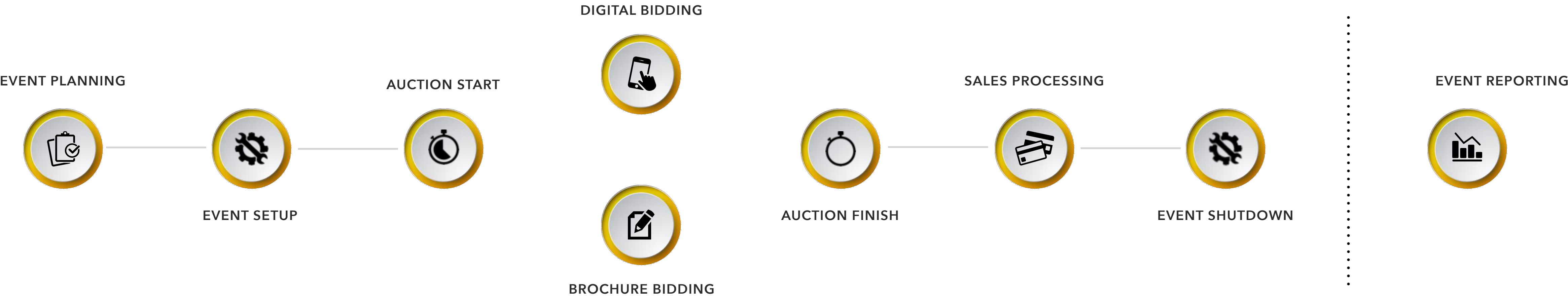
CHART 2

EVENT STRUCTURE

BIDAID

WHAT TO EXPECT AT YOUR EVENT

We meticulously plan every detail from the original enquiry to event reporting. Dedicated personnel attend with specific duties to ensure the event runs smoothly and efficiently, providing peace of mind all round.



EVENT PLANNING

A dedicated account manager will plan your event.

EVENT SETUP

Dedicated staff set up the event logistics prior to event start.

AUCTION START

Your auction begins and service staff are ready at hand.

DIGITAL BIDDING

Your guests can actively bid on auction items on our digital tablets.

BROCHURE BIDDING

Your guests can make silent bids using individually assigned stationery.

AUCTION FINISH

The auction is complete and winners are informed.

SALES PROCESSING

Using payment terminals, guests can complete purchases at their table.

EVENT SHUTDOWN

The event team will proceed with logistic housekeeping.

EVENT REPORTING

Your account manager will provide you with a detailed financial report.

DEDICATED TEAM

TOGETHER WE ACHIEVE MORE

Our comprehensive service is built on dedicated teams ensuring the very best product and service available. We are not just a business. We understand we are in a key position in the industry and our responsibility is to ensure maximum funds are raised for charities and foundations.

We are very proud of our business and take great pleasure knowing the difference it can make to the lives of many people who benefit from the events we attend. Our dedicated teams ensure our philosophy is implemented in all areas of our business.

PRODUCT DEVELOPMENT



Our dedicated product development team constantly strive to develop and improve our auction products.

This ensures our product itinerary is current and desirable, which ultimately leads to increased bid volumes and higher sales prices for the charities.

EVENT CO-ORDINATION



Our experienced account managers meticulously plan your charity auction providing you with peace of mind.

You can rest assured that we have the best interests of your charity auction event as our main priority.

Our professional attitude will ensure that your event can be the very best it can be in all aspects.

TECHNICAL TEAM



Our digital bidding technology was designed and created by our very own development team providing us with a comprehensive understanding of all aspects of the operation. This information is shared with our event management team.

Our bidding technology is monitored throughout your event by a remote tech support manager.

EVENT MANAGEMENT



Your event will be attended by our event management team who have experience and knowledge in all areas of the event auction process.

Your event is extremely important to us and we take pride in ensuring that it is a success.



THE PERSONAL TOUCH

MAKING THE MOST OF YOUR EVENT

Your event is extremely important to us. We love our reputation however we love to raise money for charities even more.

At your event we provide fully trained staff to ensure your charity fundraising not only runs smoothly but fulfils its purpose which is fundamentally raising money.

CUSTOMER SUPPORT

Whether your guests have experienced silent auctions before or are new to this format of fundraising our staff are always on hand to assist your guests. Our digital platforms include a 'Help' button which alerts our staff to those guests in need of assistance

PRODUCT KNOWLEDGE

We are proud of our products and all our staff are fully trained and knowledgeable about our auction items. Having this knowledge can make the difference to not only the amount of bids at your event but increased bid values.

ENCOURAGE BIDS

Most importantly of all, our staff are friendly and helpful and subtly encourage guests to engage in the charity auction, after all, your charity is a great cause.

SALES COMPLETION

We provide our event staff with the very best automated payment terminals from leading mobile payment providers WorldPay.

Our staff will give your guests peace of mind and will ensure your guests leave with their wonderful new purchases.

TROUBLESHOOTING

Our staff can deal with all aspects of potential issues on all our platforms. In the unlikely event of any issues our staff have the knowledge to fix any problem under our control.

PRODUCT DIVERSITY

WE GO THE EXTRA MILE

At BidAid we stop at nothing when it comes to maximising the fundraising potential at your event. We are unique in the fact that we design and create unique memorabilia, offering unique and limited-edition products that ensure increased sale prices and volume sales. Furthermore, using our experience we are able to offer the best products based on your event type, location, season, guest demographic and various other variables.



SALES RANGE: £500 - £800
Tom Hanks 'Woody' Signed Print



SALES RANGE: £900 - £2000
Amy Winehouse Signed Print



SALES RANGE: £5000 - £12,000
Marilyn Monroe Signed Print



DID YOU KNOW?

All our products are created in our very own design studio. All our memorabilia items are completely bespoke, and you will not find them anywhere else. We don't use third party industry suppliers and your guests will always have a diverse, exciting and quality range of items available for purchase.

*Average Sales Price

PRODUCT TARGETING



LOCATION

It is crucial to understand the destination of your event when planning the auction itinerary for your event.

We offer a wide selection of generic products that have universal appeal however where possible we do endeavour to provide auction lots that have relevance to the location of the event.

Past experience has demonstrated that targeted products have offered higher sales volumes on specific lots.



AUDIENCE

Ensuring your audience is offered an adequate range of suitable auction lots can significantly improve the success of an event.

We use our event data to identify the most profitable and appealing auction products for each specific event. It is this considered planning that not only generates more revenue but provides excitement and opportunities for all guests.

Our event awareness ensures that on return events we endeavour to provide a totally unique collection to your guests.



SEASONAL

Whether it is holiday season, a major sporting event or any other iconic time of the year, we offer a range of seasonal products to enhance your event and make the charity auctions as relevant and current as possible.

Offering items with seasonal reference has proven to be key to increasing revenue.

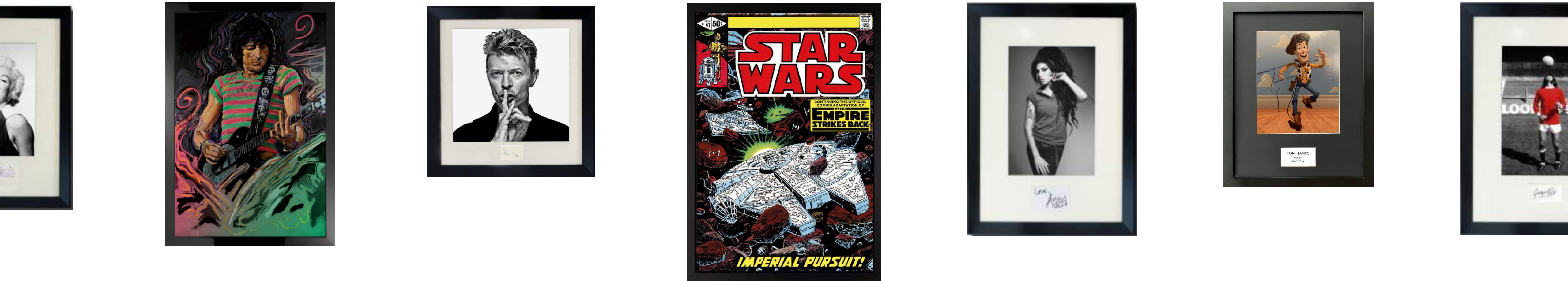


EVENT

During the planning stage of your event we identify the event type. This provides us with the opportunity to advise you with the most suitable auction solution to best serve your event and ultimately maximise sales.

Using this information we combine all our 'Product Targeting' philosophies to provide the ultimate range of products and experiences.

OUR COLLECTIONS



POPULAR COLLECTIONS

DIAMOND DUST	OLYMPIANS	WORLD CUP LEGENDS	FOOTBALL ICONS	1966 LEGENDS	MUSIC LEGENDS
ICONIC PEOPLE	TV ICONS	ARTWORK	INSPIRED QUOTES	MOVIE STARS	STARS OF THE PAST
COMEDY GENIUSES	MUSIC ICONS	FOOTBALL LEGENDS	007 BAND	SUPER HEROES	G.O.A.T COLLECTION

TESTIMONIALS

MARSH

"We have used BidAid Tech and BidAid brochures for all our events. The tech is very user-friendly, and the brochures are designed and printed to an exceptionally high standard. The team were on hand throughout the evening and encouraged our guests to bid generously."

Call Bruce Ltd

CANCER RESEARCH WALES

"The BidAid team provided an excellent silent auction at the Cancer Research Wales Christmas Ball. Their services are highly recommended and we would certainly use them again"

Cancer Research Wales



"BidAid have provided their auction services at several events held for Velindre. They provide a range of fantastic auction items and a very professional, friendly service. I would highly recommend them."

Kylie McKee, Deputy Head Velindre Fundraising



"The event was an outstanding success, BidAid provided a seamless auction service which provided exciting auctions and entertainment whilst raising valuable funds for the dedicated charities at our event"

Geraint Thomas, Tour De France Winner 2017 & Event Host



Geraint Thomas, Tour De France Winner 2018

THANK YOU

We are delighted that you have shown interest in our charity auction solutions and fundraising services. We take great pleasure in working with charities and event management companies to raise as much money as possible for a wide variety of fantastic causes.

Charity events are crucial for fundraising as well as highlighting the important causes that they represent. We are dedicated to ensuring that your event delivers in both these areas.

We hope you decide to partner with BidAid and take advantage of our industry leading services to bring your charity auction to life.

If you have any further questions or would like to discuss booking an event please use any of the contact information below and we will be delighted to assist you.

You can also visit our all new website that provides more information.

Thank you
The BidAid Team

GET IN TOUCH TODAY



02920 100006



admin@bidaid.com

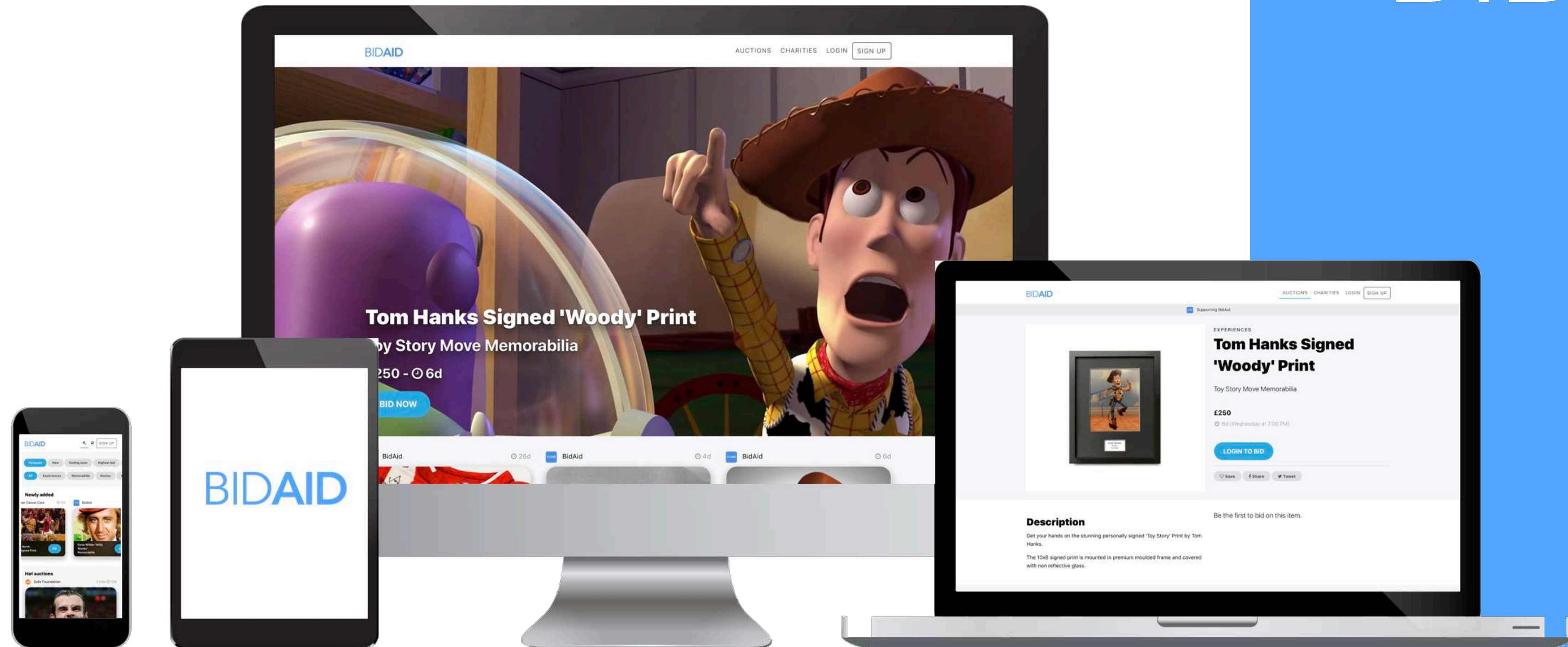


bidaid.com



SAY HELLO

BIDAID



[BIDAID.ORG](https://bidaid.org)

THE ONLINE/MOBILE CHARITY BIDDING PLATFORM

Raising funds for your charity is crucial and we provide you with the opportunity to raise funds 365 days a year using our online charity auction platform. BIDAID.ORG is a fantastic all year round tool for your charity to raise money and utilise its patrons, supporters and followers.

bidaid.org