

To Whom It May Concern:

Thank you for taking time out of your busy schedule to take interest in our auction consignment program. Enclosed in this package is information about how our program works, a contact information request form, terms and conditions, FAQ's, helpful tips, and sample bid sheet. The best part of our consignment program that it can be altered to meet any organization's needs no matter how large or small your event is.

Before you commit to our consignment program we highly recommend to take a few steps to ensure your next fundraising event is successful.

- Review the contents of this package. Fully understanding how our program works will make planning your next event simple.
- Contact us toll free 1-888-413-6770 or fundraising@dukesautographs.com where a representative from Duke's Autographs will begin planning your package of items for your event.
- After the items have been selected and confirmed, we will have your items packaged and ready for your event.



Product Selection

1. After getting some basic information about your organization and fundraising event, a representative from Duke's Autographs will prepare a list of suggested items. The items will include both the consignment price and retail price.
2. Our list of items will be items that include current best sellers through our online retail store, best performing auction items, and requested items by your organization. The list will also include varying price points to ensure there are products that will appeal to all demographics.
3. Once the list approved, a detailed invoice will be forwarded for final approval.
4. After final approval of the invoice, your package of items will be prepared. An email or phone call will then be placed at which time a representative from your organization can pick up the package of items up to 1 week prior to your event.
5. Prior to your package being taken, the credit card authorization form must be filled in and a security deposit will be pre authorized on the credit card provided. This deposit will be removed once full reconciliation has been completed.

Display Equipment

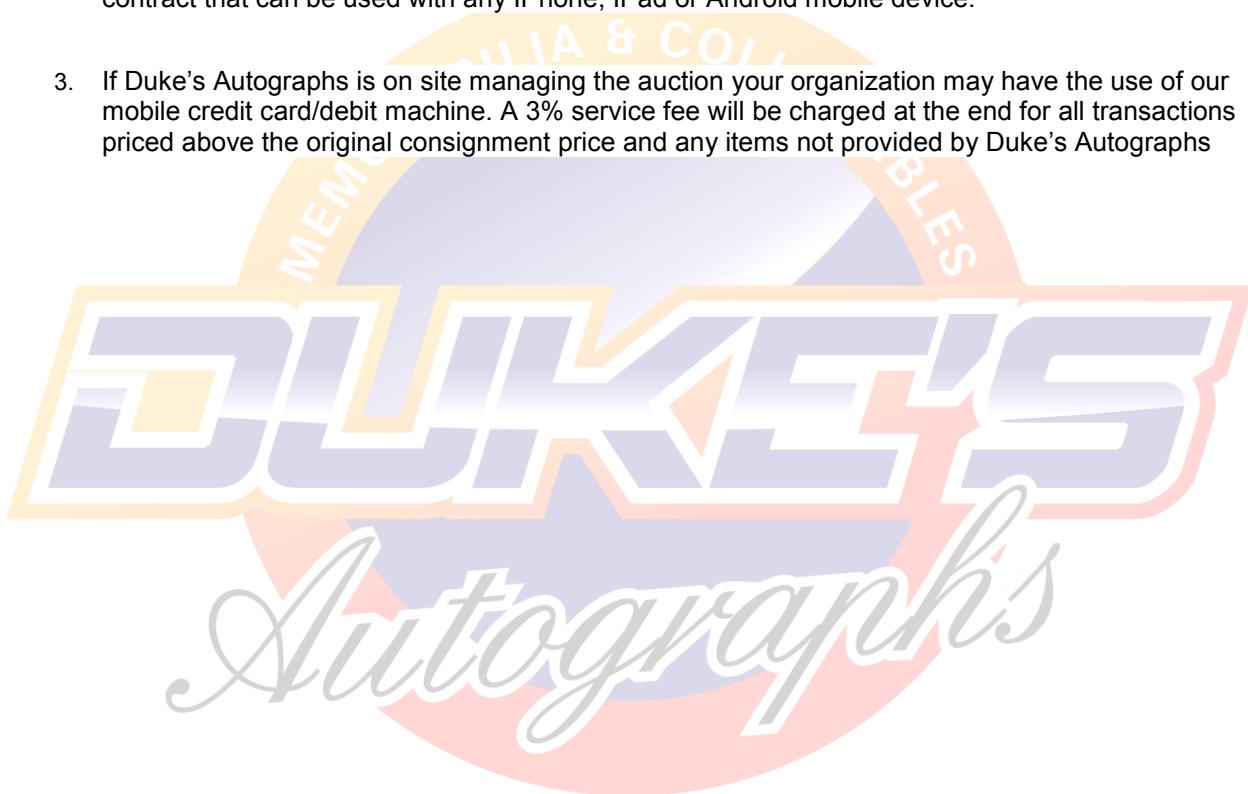
1. Upon request and availability, you may have the use of our picture display easels and jersey mannequins. There is no charge for the use of these items and we highly recommend the use of these display items as it helps mitigate any risk of damage to the items, but as important, it will give your auction table a professional appearance.

Bid Sheet Preparation

1. Again, upon request, we will prepare your bid sheets for items provided by Duke's Autographs. These bid sheets will either include our standard template or your organization provided template.

Collections of Funds

1. We highly recommend the use of a credit card terminal for the collection of funds. Some establishments may offer the use of their credit card terminal. If not offered, ASK! They are usually willing knowing that your organization is bringing a large group of customers. Giving the option to your winner bidders to pay with credit card will increase your chances of successful payment and likely increase your bid amounts.
2. Another option is signing up for your own free, no contract Visa/MasterCard/Amex mobile payment terminal. There are several options, but we prefer Square Inc. <https://squareup.com/ca> Square offers a free credit card reader (Visa/MasterCard/Amex) without any monthly fees or contract that can be used with any iPhone, iPad or Android mobile device.
3. If Duke's Autographs is on site managing the auction your organization may have the use of our mobile credit card/debit machine. A 3% service fee will be charged at the end for all transactions priced above the original consignment price and any items not provided by Duke's Autographs



Best Practices and Tips for a Successful Auction

- **More is not always better.** Quality over quantity. This is probably the most important aspect of any quality silent auction. We suggest a 15-1 ratio for consignment items. That means 1 item for every 15 guests. The key to a successful event is to have a limited selection of quality items that is going to create a bidding war. As the bidding increases so do your profits.
- **Establish Closing times.** Having a clear and definite closing time for your auction items not only helps you manage payment collection, but it also helps your guests manage their bidding. Bidding on items typically starts heating up as they get closer to their closing time. It is also advisable to stagger your closing times. You want to make quick and easy for your guest to pay and go home with their auction item.
- **Save the best for last.** Break up your auction table into 3 or 4 sections. Group your items together that have the same theme. Within each theme, close out your best items (usually highest valued items) last. You want to leave your best items to end to help generate the most bids possible.
- **Have plenty of bid sheets.** There is nothing worse than having a popular item that is generating numerous bids and all of a sudden they run out of room. Print off three sheet per item. Have your volunteers manage the bid sheets and replace any that need a refresh.
- **Promote your auction.** If you can, ensure you have access to a PA system. Keeping your guests informed via signage and the PA system will eliminate confusing. You will also want to promote some of your key auction items as well as announcing the closing times. As mentioned previously, bidding tends to heat within the last few minutes prior to closing.
- **Have plenty of pens.** Many of your guests are likely going to be browsing the auction table having a conversation and holding a cocktail in their hand. Make it is as easy as possible for them to pick up a pen and write a bid down. Seems simple, but also make sure your pens work!
- **Location, Location, Location.** In some circumstances you may not have a say where you get to set up your auction, but if you do, ensure that it has a good flow. Set up your tables to allow a entrance and a exit. People are more likely to browse when there is not massive congestion. Additionally, try to set up your auction in a high traffic area. Near washrooms and the main entrance are ideal as it will force guests to walk by.
- **Do not list the Retail Value of your Item.** This practice sets up a psychological barrier which bidders are unlikely to go over. You have worked hard up to this point and you do not want to limit your potential.

Contact Information

Name _____

Address _____

City, Prov _____

Postal Code _____

Email _____

Telephone _____

Yes, I would like to be added to Duke's Autographs email list for the latest news, promo codes and upcoming events.

Event Details

Event Location _____

Event Date _____

Organization Name _____

Organization Type (ie: sports team, non for profit, registered charity) _____

Number of Expected Guests _____

Will You Require Display Equipment? Yes No

Mailing: Suite 461, 9768 170 St Edmonton, AB T5T 5L4 **Tel:** (888) 413-6770

Email: info@dukesautographs.com **Web:** www.dukesautographs.com

Consignment Terms & Conditions

1. To qualify for the Duke's Autographs consignment program and pricing, a minimum of 6 items are required.
2. Consignment items will available for pickup, up to 1 week prior to your scheduled event.
3. Once your items have been selected and prepared a finalized invoice will be forwarded for final approval. The invoice will represent the agreed consignment price of each item plus applicable GST/HST. Once final approval has been given, your items will be packaged and prepared for pick up by an authorized representative from your organization up to 1 week prior to your scheduled event. Longer consignments will be authorized by Duke's Autographs on a case by case basis.
4. A representative from Duke's Autographs will have prepared and inspected each item prior to being released. Prior to taking possession your authorized representative will inspect all items and once satisfied, will sign this authorization form. While the items are in the possession of your organization, you assume all responsibility for any loss or damage. Any items returned and are deemed unfit for resale by a representative of Duke's Autographs will not be accepted and the invoiced amount will be charged to the credit card on file.
5. In order to be considered fit for resale, each item MUST be returned in its original condition. This includes but not limited to, free from any damage, manufacturer tags and labels intact, Certificate(s) of Authenticity, and any manufacturers packaging.
6. Within 7 days of the completion of your scheduled event, reconciliation of the items sold, return of any unsold items, and payment of the sold items must take place. After 10 days of your scheduled event all outstanding charges will be applied to the credit card on file.
7. Although we do not require any up front monies, any event that is not attended by Duke's Autographs will require a credit card for authorization purposes only.

I have read these terms and conditions and fully agree to the above terms and conditions

Signature_____

Print Name_____ Date_____

Credit Card Payment Authorization

I hereby authorize Duke's Autographs to charge my (please check one)

Visa MasterCard Amex

Credit Card Number

Expiry Date

CVV (3 digit # on back of card)

Cardholder's Name (as it appears on the card)

Billing Address

City, Prov, Postal Code

Cardholder's Signature



Frequently Asked Questions

Q. Why should I use Duke's Autographs?

A. Service! Unlike others, who simply just provide you with product, we work with you from start to finish. We offer advice and tips on what has been known to be successful in the past. We work hard to ensure that you have a successful fund raising event.

Q. How much money will our organization make?

A. Unfortunately, we can not specify how much your organization will make as there are several variables to consider. However, every organization that we have worked with has earned a profit with the use of our consignment program.

Q. What are your consignment prices?

A. Prices vary from product to product; however, they offered well below their retail market value. Our products will typically sell for 2 or 3 times their consignment price. We have experienced pieces selling for as much 5 times their consignment price!

Q. What do you actually mean by NO RISK or NO COST?

A. It means NO RISK to you and your organization. Duke's Autographs supplies you with beautiful memorabilia for your silent auction or live auction using our consignment program. There is no upfront cost to you. If the items selected for your event do not sell, simply return them to us. It is ABSOLUTELY NO RISK to you. For all the items that do sell, your organization pays Duke's Autographs the consignment price and you keep all the profits above the consignment price.

Q. How does your consignment program work?

A. It is a rather simple concept. We will provide you with beautiful pieces of memorabilia that attract the interest of your attendees with a consignment price for each item. This consignment price is the organizations' price if the piece sells. Organizations generally begin the bidding on each piece at this consignment rate, which low enough to encourage bidding. Your organization receives 100% of the bidding above the consignment price. EXAMPLE. An autographed piece has a consignment price of just \$200 and sells for \$600, your organization keeps \$400 and \$200 is paid to Duke's Autographs.

In some cases, it is recommended that organizations add, say, 10% to the consignment price. This way it maximizes their fund raising effort, even if an item only sells for the minimum bid.

Q. Is there any hidden or additional fees?

A. Absolutely not, we want your fundraising efforts to be successful and as least complicated as possible. Our consignment price is simply the price paid by your organization if the item sells. In the rare case that an item does not sell, you simply return the product(s) at no charge.

Q. Do you only work with registered charities?

A. No, we work with all groups no matter how large or small. Whether you are an amateur sports team or a large national charity we can work with you to help reach your fundraising goal.

Q. Can Duke's Autographs attend and assist us with our charity auction?

A. Yes, if scheduling allows us, we can attend your event and run your silent auction. We will provide knowledgeable personnel, bids sheets, display easels, applicable signage and collection of auction sales. (Please note an additional fee of 3.0% of the total sales will be added if Duke's Autographs uses our credit card merchant services for payment processing)

Your Event Annual Gala & Silent Auction

Item Description: Jordan Eberle Autographed Edmonton Oilers Reebok Edge Premier Replica Home Jersey. A Certificate of Authenticity from Pro Am Sports is included.

Bid Increments: \$10

Starting Bid: \$350

SAMPLE BID SHEET ONLY

| Name or Bidder # | Address | Telephone Number | Bid Amount |
|------------------|-----------------|------------------|------------|
| Joe Smith | 123 Anywhere St | (780) 123-4567 | \$350 |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |