



## HOW DOES IT WORK?

FICEL SPORTS & ENTERTAINMENT MARKETING allows you to utilize our wide range of Exclusive Limited Edition & Signed Memorabilia to host a Consignment-based Online/Silent Auction. Maximize funds raised by using our auction services, which is turn key; everything from Online Setup, Web-Ready Marketing Material, Pre-Printed Bid Sheets, our In-stock Memorabilia, and even easels for displaying items. Our program has been created to offer you a solution for fundraising with **NO RISK & ALL REWARD!** No payments are required until items are sold at auction, and we take back any unsold product. You are guaranteed to make 20% at the suggested minimum bid, and Every dollar over the minimum belongs to you!

### ONLINE AUCTIONS

Our full service online auction platform offers your potential bidders/donors an exciting experience and the opportunity to find that rare one-of-a-kind collectible that no one else has. Our Online Auctions consist of FICEL authenticated collectibles, collectibles from private collections as well as personal **collections** from current and former players and coaches. We run several scaled auctions per year that consist of thousands of lots as well as smaller auctions almost every month.

### SILENT AUCTIONS

We created this program with YOU in mind. Our Consignment/Auction Program allows you the flexibility and simplicity to run your own Silent Auction. We are here to assist you in preparation of your event, providing you with Memorabilia, Bid Sheets and any other necessary tools you may need. Our objective is to help you raise as much support as possible. Please see box to the right to better understand what we provide:

### SILENT AUCTION SUPPORT

- Help in selection of Products & Consignment use of the items
- Printed Bid Sheets Provided (with Suggested Minimum Bids)
- Easels can be Provided for Display Purposes (Subject to Availability)
- Support throughout your Auction Fundraising Campaign