

# AAA Charity ✓✓✓ Auction Lots

## Step by Step Guide to How It Works....

AAA Sports Memorabilia Limited works with Charities to select auction items that it is felt are best suited to the particular event and the guests who are attending the event.

### Step 1

### Step 2

AAA supply all of the necessary information and images for each of the items that have been selected and can be incorporated in your event literature. We believe this will help sell more tickets.

AAA create a full colour bid sheet, a catalogue that illustrates and describes all of the items that are to be supplied. The Auctions can be either silent auctions where the guests are invited to view the items and place their highest and final bids or a traditional auction where bids are offered openly with the highest bidder winning the lot when the hammer falls.

### Step 3

### Step 4

AAA supply wireless hand-held payment machines and accept all mainstream credit/debit cards in addition to cheques or cash as payment for the lots that anyone attending the event is lucky enough to win. Items can either be taken away at the end of the event or arrangements can be made to deliver to any UK address.

AAA sets a reserve for all of the auction lots at each event. ALL amounts that are bid over the reserve go directly to the charity. The only deductions made are a small charge for any transactions that are made via credit cards.

### Step 5

### Step 6

AAA team manages all the sales receipts, including invoicing and following up any payments if required. For anyone who does not pay on the night of the event AAA will make arrangements, for a small charge, for the items to be couriered to the bid winner anywhere in the UK once payment has been received.

AAA send the Charity a fully detailed breakdown statement and what is hopefully a nice fat cheque.

**Remember: The charity pays for NOTHING & has NO risk.**

### Step 7