# bid in the way to raise more

4 VIP tickets to Olly Murs Spring Survey St 200 Tour 2017 inc meet and greet

Frances Teague

VIP tickets to Olly Murs Spring ur 2017 inc meet and greet

£400

5\* Flore. People £550

> For 2 £550

> > 0

3 or 4 Night Glamping with Surf

Lessons

£675

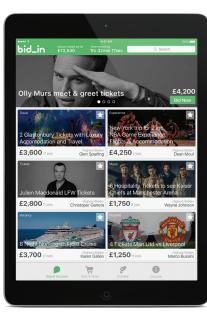
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#### Introduction

bid\_in was founded in 2016 by the owners of one of the leading events companies in the UK, who have worked with the largest corporations and charities for more than 20 years. The goal was simple: to help charities raise more money at their events.

The reason behind the creation was that having employed all of the other providers in the silent auction sector for many years, bid\_in's developers found that they all fell short in some way.

The objectives were to create a system that looked better, was more user-friendly, shared the principles of the charity or client, and most importantly raised more money. bid\_in is proud to say that so far, it has ticked all the boxes.



The bid\_in technology is a state-of-the-art engaging system. Rather than just a text-based auction, everything is picture based, meaning it not only looks amazing but also draws guests' attention to prizes and thus generates more bids.

It also eliminates the need to have the actual prizes at the venue, as guests see exactly what they're bidding on through the device itself.

A leader board can be projected in real time on big screens, but bids are also broken down next to each prize on the iPads to generate competitiveness and keep guests bidding.

Items such as raffle tickets can be purchased and paid for directly through the device with our 'Buy It Now' option – eliminating the need for staff with card machines and allowing guests who may not have cash on them to participate.

The technology also allows secure payments to be made for auction prizes directly on the device when the auction ends. Again, this means guests can pay from their seat rather than having to gueue at a payment desk or be found by a member of staff, so their enjoyment of the evening is not disrupted.

#### bid\_in Silent Auction Technology

#### Donate

The **'Donate'** option lets you describe ....... your fundraising efforts and include those in the room that may not wish to bid on a prize but still want to support the charity or appeal in question. Again, there is an option to pay directly through the device should the guest wish to do so.

#### Event Info

The **'Info'** option lets you highlight the itinerary, menu, timings etc. of the event. It's a great way for all in attendance to know what is going on and when, but also means that guests remain engaged with the devices regardless of whether they are actually bidding.

# Total: \$125.318.00 Upcoming Events Grand Bar (Compared Compared Co

Charity Profit Last 3 Events

#### **Client Portal**

Prior to the event, the bid\_in client portal allows you to log in and create your own auction in minutes. Upload your logo or colour scheme, guest names, and your own prizes and you're ready to go.

You will also have access to a catalogue of prizes that you can choose from to increase your fundraising if you wish. Simply choose a prize and it is automatically added to your auction. bid\_in uses data analysis from previous auctions so you can see which prizes have raised the most profit for charities from similar events at the same locations.

During the event you can log in and see a live reflection of the auction and bidding history, and make amendments to any of your prizes and/or prices should you require.

After the event the portal will give you a detailed analysis of every aspect of the auction, including all prizes and winners and a full financial breakdown of funds raised, collected and outstanding.

Upcoming Events Pri	ojected Profit	25%
Location	Projected Profit	Q
Surrey	E1,100.00	
London	£1,150.00	
* Location		Q
London		
Location	Charity Profit Raised	٩
London	136,546.00	
London	082,625.00	
London	£87,372.00	
	£82,625.00	
	£27,325.00	



### **Projector App**

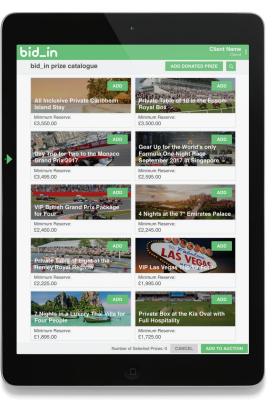
bid\_in uses a state-of-the-art projector app that shows both the current bids made on each prize and a current leader board to encourage a friendly yet competitive aspect to the auction. This in turn increases the volume of bids. When a new bid is placed, this is highlighted by it flashing across the screen.

#### Prize Catalogue

The bid\_in prize catalogue offers clients the opportunity to select items directly from their client portal, without the need to fill in Excel sheets or 'order' forms. You simply choose the prize you want, click the 'Add' button and it is in your auction. All items are on a sale or return basis and no commissions or mark-ups are added. If prizes are won, the reserve price or cost of said item is the same price that bid\_in purchases them for – ensuring more funds are raised for the charity.



The bid\_in mobile platform enables guests to bid on prizes at an auction through their phones while still offering the same great features available on the tablet version. Mobile bidding can be used as either an alternative to tablets or to accompany them in a cost-effective and interactive way.



### Mobile Bidding

#### Why bid\_in?



Most importantly bid\_in shares your values

bid\_in work closely alongside all partners and offer valuable advice on how to maximise returns



Transparency on all costs & prizes



The catalogue of prizes is updated in real time, with items instantly transferred into your auction when selected, meaning no order forms need filling out



There is no mark up on any prize taken from the bid\_in catalogue, which in turn delivers bigger returns from your auction



....

100% record of raising more funds from the exact same event supported previously by another auction provider (as of 01/05/2017)

Customer service is at the forefront, with a dedicated account manager that will work with you before, during and after the event

State-of-the-art, user friendly system

Secure payments made directly through the device

## Charity Profit Raised



Raised more for GroceryAid Great Ormond Street Hospital Macmillan Cancer Support

£160,000

Raised more for Breast Cancer Now BBC Children in Need Help for Heroes









Raised more for Breast Cancer Care Breast Cancer Now A few companies and charities bid\_in has raised more for include...









 $\frac{\mathsf{D}\,\mathsf{E}\,\mathsf{B}\,\mathsf{E}\,\mathsf{N}\,\mathsf{H}\,\mathsf{A}\,\mathsf{M}\,\mathsf{S}}{\mathsf{F}\mathsf{O}\,\mathsf{U}\,\mathsf{N}\,\mathsf{D}\,\mathsf{A}\,\mathsf{T}\,\mathsf{I}\,\mathsf{O}\,\mathsf{N}}$ 















## bid\_in

To arrange a demonstration or to find out more please contact: +44 (0) 20 3008 5665 | info@bid-ingroup.com | www.bid-ingroup.com