

bid_in

the way to raise more, for less



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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.

What's New!

Since Lockdown bid_in have been offering Free Of Charge Online Auctions to the Fundraising Community, to support in these most challenging of times.

An Online Auction can reach many more people than a physical event would have done, and our Cloud based technology means anyone can bid, anywhere in the world, on any device.

Our Online Auction for Chris Evans, raising funds for the NHS, really demonstrated the power of this alternative solution, raising £1.2 Million from bidders around the world, from 3 auctions in 3 weeks.

The auctions attracted bidders from the USA to Australia (and lots of countries in between), and featured Celebrity donations from...



Ant & Dec



Jon Bon Jovi



Red Bull F1



Sir Bob Geldof



Queen



Will Smith



Sir Rod Stewart



Taylor Swift



U2

Our Free of Charge Online Auction offer has been extended through until June.
Interested Fundraisers should contact our Task Force at
info@bid-ingroup.com



bid_in were the proud Online Auction partner for Chris Evans, raising funds for the NHS on his Virgin Radio Breakfast Show, Donating our services Free Of Charge.

bid_in demonstrated agility and flexibility in commencing build on the auction site on Sunday night, ready for a 6.30am launch on Tuesday. The project team worked together remotely via Zoom conferencing.



£1.2 Million

RAISED



8,000

TOTAL BIDS



275,000

SITE VISITORS



13.5 Million

SITE CLICKS



48 Hour

BUILD



24/7

SERVICE



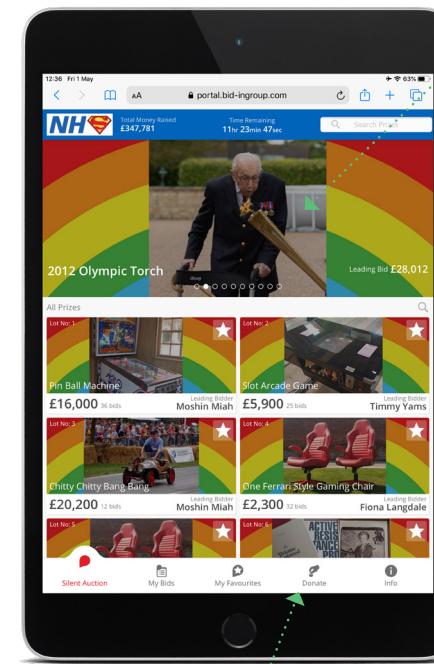
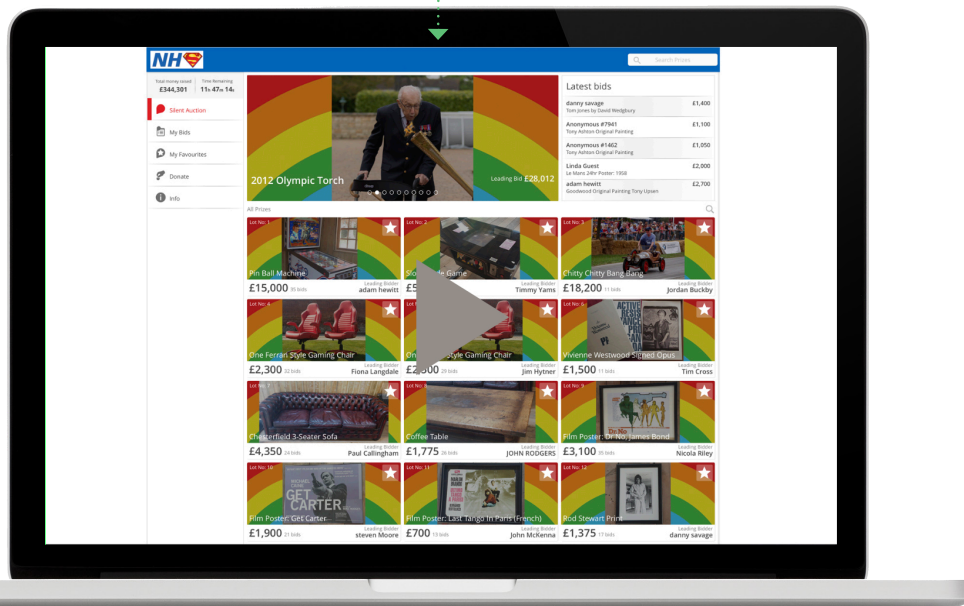
Real Time

UPDATES

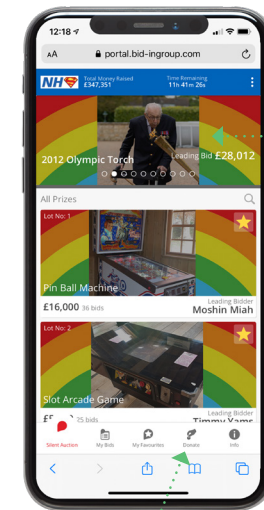
BIDDING & DONATIONS FROM DESKTOPS & LAPTOPS, ANYWHERE IN THE WORLD!

BIDDING & DONATIONS FROM MOBILE DEVICES, ANYWHERE IN THE WORLD

Please click below to play video



Item details



Item details

Donate

Donate

Why bid_in?



Most importantly, bid_in shares your values



A 100% record of raising more funds from the exact same event supported previously by another auction provider



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



Transparency on all costs and prizes



bid_in works closely alongside all partners and offers valuable advice on how to maximise returns



State-of-the-art, user-friendly system

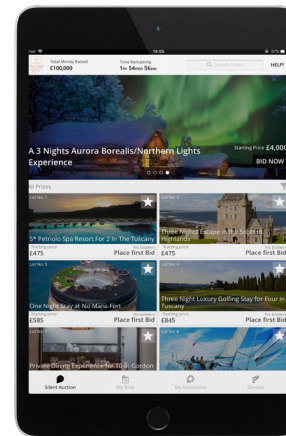


The catalogue of prizes is updated in real time, with items instantly transferred into your auction when selected, meaning no order forms need filling out



Secure payments made directly through the device

bid_in Silent Auction Technology



The bid_in technology is a state of the art visually engaging system, offering a different perspective to the silent auction industry. The system offers a multitude of features that not only captivate the eye but entices the user driving an air of competitiveness amongst the room and thus generating more bids;

- > Our picture-based format rather than text-based lures in the user providing a preview taste of the prize itself and eliminating the need for actual prizes to be present at the event.
- > We offer a leader board that can be projected in real time onto big screens as well as providing a breakdown of all bids next to each prize on the iPad generating competitiveness.
- > A “Buy it Now” option allows you to pay directly through your device for items such as raffle tickets for those who may not want to participate in bidding, as well as secure payments being made for auction prizes directly on the device when the auction ends. Removing any need for staff with card machines, finding alternative arrangements for payment or queuing at any payment desks
- > A “help” tab is present to all users where our floor assistants will immediately attend to the user within a short window

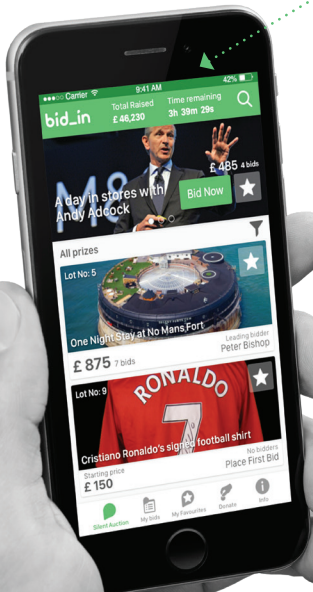
Display

bid_in provides a Help button to ensure a flawless service, with a help request button response of 90 seconds. We state the time outstanding of the auction and the profit raised during the evening – this figure is an exact representation of the profit going to charity.



Mobile Bidding

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.



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.

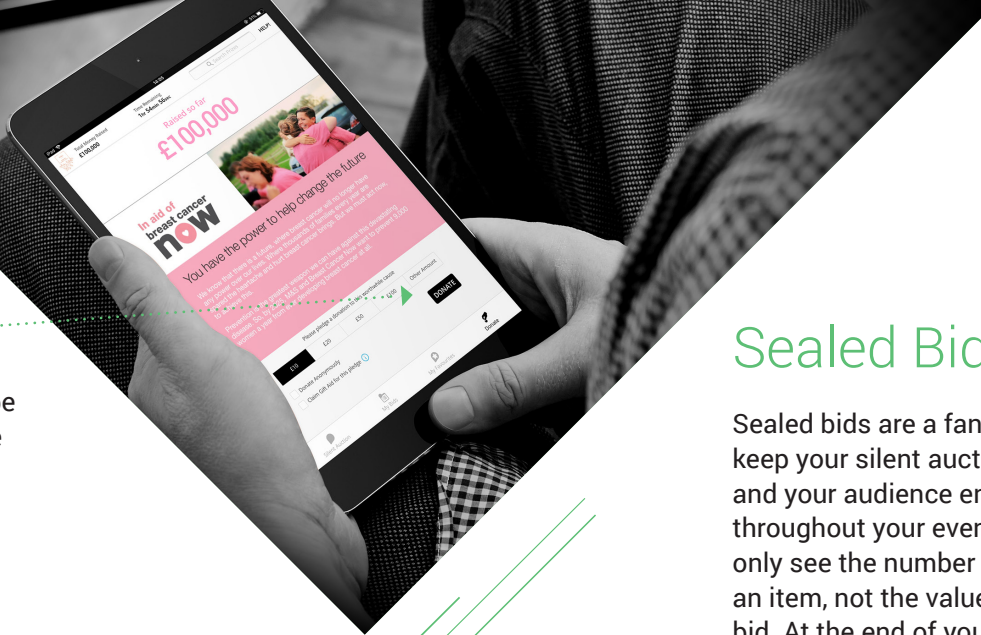
Event Info

A great way to keep all in attendance engaged with the device regardless of whether they are taking part in bidding, our 'Info' option allows you to highlight the itinerary, menu, timings etc. of the event and provide a welcome message to your guests.

Our software is designed to cause minimum disruption to guests, allowing them to enjoy a spectacular evening.

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.



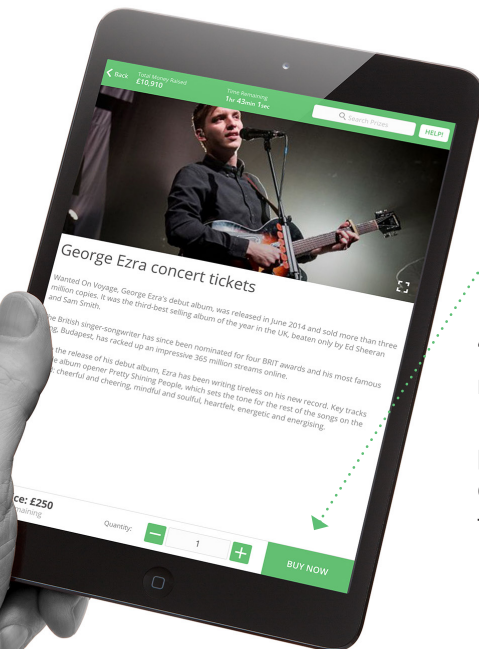
Sealed Bidding

Sealed bids are a fantastic way to keep your silent auction interesting and your audience engaged throughout your event. Guests can only see the number of bids placed on an item, not the value of the highest bid. At the end of your auction the guest who placed the highest bid wins the item.



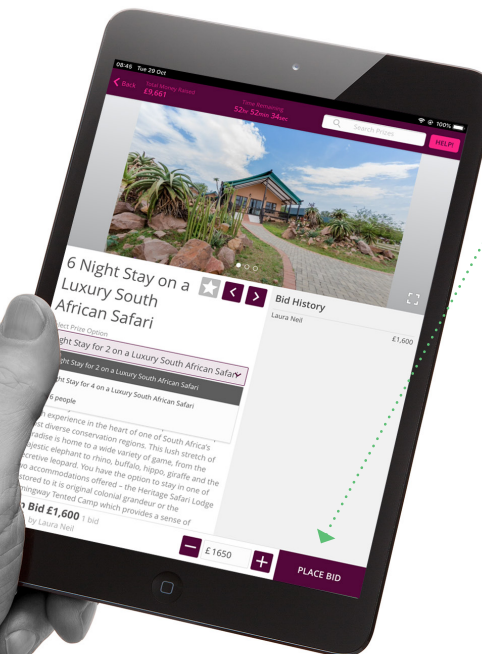
Buy It Now

For any prizes that don't fit into the 'money can't buy' category but are nonetheless amazing, bid_in's Buy It Now feature allows you to enter prizes into your auction that guests can buy outright and in turn add to the charity profit of the night.



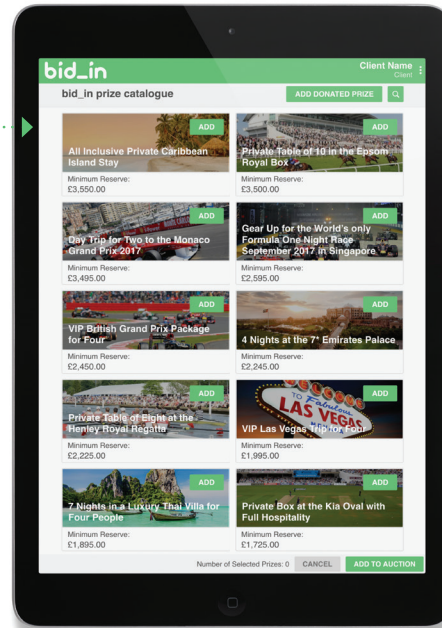
Multi-Option Bidding

Many of the items you have sourced or have sourced through bid_in can be auctioned as varying numbers, for example a holiday could be auctioned for 2 people or 4 people and previously this meant having two auction slots, one for each item. The bid_in platform enables your guests to bid on the various options within one lot freeing up valuable space in your auction for other lots that can raise your charity even more!



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 chose the prize you want, click the 'Add' button and it is in your auction. All items are on a sale or return basis. We source the very best items at the best prices in the market. Our aim is to help raise as much as possible. Will will always offer unbiased fundraising advice.



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.

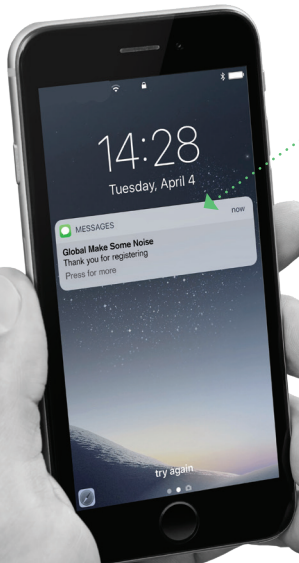
You will also have access to a catalogue of prizes that you can choose from to increase your fundraising if you wish. Simply choose a prize and it is automatically added to your auction. bid_in uses data analysis from previous auctions so you can see which prizes have raised the most profit for charities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

Bespoke SMS and Email Notifications

Through bid_in you can customise the notifications your guests receive in a truly white label solution. SMS and email notifications will come from your charity and the wording will be agreed with you ensuring you have full control of all guest communication before, during and post event.



The **bid_in** mobile Online platform enables guests to bid on prizes at an auction through their own devices while still offering the same great features available on the tablet version. Online actions are an ideal opportunity for virtual events.



REMOTE BIDDING

The bid_in mobile platform enables bidding from anywhere in the world, on external devices.

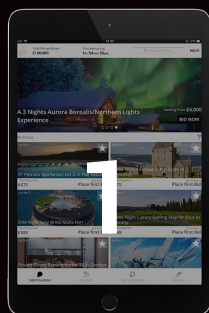
Supporters don't have to be at a physical event, they can bid online using their own phone, tablet, or laptop devices.

Many more people can support an online auction compared to a physical event.



ONLINE PAYMENT SOLUTION

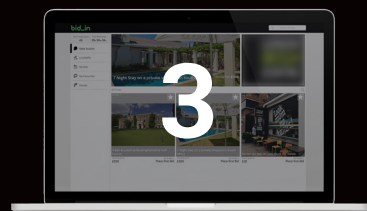
Our cloud-based technology ensures safe and secure bidding and payments, without the need for a client payment desk.



create an
online auction



bid from anywhere in the
world, on your own device



secure cloud
based payments

We're constantly welcoming new partners to the **bid_in** family and helping raise more, for less with the most engaging system in the world, and our experienced fundraising team can help you raise more, for less.

At **bid_in** we have a plan to suit every need.

Take our 10 Point Checklist to see which plan best suits your needs.

OUR PLANS		Online	Basic	Plus	Bespoke
Standard Features					
Pre Auction Website		✓	✓	✓	✓
Simultaneous Bidding on remote devices across all major platforms		✓	✓	✓	✓
Donate, Buy It Now, Sealed Bidding features in addition to Classic Bidding		✓	✓	✓	✓
Secure Payment Collection service, or Stripe Connect capabilities		✓	✓	✓	✓
10 Point Check List					
1	Online Only	✓			
2	BYOD (Bring Your Own Devices)	✓			
3	Staff & Bidding iPads supplied		✓	✓	✓
4	No Cost Fee - Minimum Number of Items from our Lot Catalogue		✓		
5	Low Cost Fee - No Minimum Number of Items	✓		✓	
6	Exclusive Item Sourcing				✓
7	Bespoke Functionality				✓
8	Enhanced Staffing / Kit				✓
9	Other Currency				✓
10	Other Language				✓
Best Suited to		Virtual Events	Events with Zero Budget for Silent Auctions.	Traditional Fundraising Events, where the majority of Items will be donated.	Overseas Events. Events with High Net Worth Individuals. Events with specific Bidding or Screen / Visual requirements.

A few companies and charities
bid_in has raised more for include...



Impress - Inspire - Achieve

Specialists in corporate events & fundraising

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bid_in

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