

# ***4-H and Junior Club Online Marketing Option for 2021***

*Looks like 2021 might bring some of the same issues all 4-H and Junior Clubs in Canada faced last year, DLMS wants to help you with a few marketing options to help market your 4-H projects in 2021 with the online service options from the Direct Livestock Marketing Systems family!*

## **DLMS Farm Gate Timed Auctions – Timed Online Sales**

Farm Gate Timed Auctions is the exciting timed sale service offering as part of the DLMS family. This timed sale service provides multiple options to host your sale 100% online sale. DLMS Farm Gate Timed Auction offers a unique racehorse style close with extended bidding to give all your junior members the best option to get the highest prices possible, and allow the buyers to move to others lots if they get out bid over their budget. DLMS Farm Gate Timed Auctions offers a low cost option to promote your sale to the world, with the sale being 100% online.

DLMS Farm Gate Timed Auctions is different from our live sale closeout, allowing your customers the option to bid on different lots during the sale without a traditional sale order. As the price increases on one lot, bidders can move on to a different lot that might be in their price range, the sale ending closeout only happens once bidding has stopped on all lots. With easy sign up for bidding, text and email notifications when you're outbid, favorite/watch list features all built to be mobile friendly, the DLMS Farm Gate Timed Auction system is designed with the ultimate user experience in mind.



Timed Auctions Made Easy

### **DLMS Farm Gate Timed Auction service includes:**

- Close of the sale in Racehorse Style Close with extended bidding
- Detailed online catalogue that can include name of exhibitor, project still picture, project video option, project lot info, and links to other external info as needed. \*\* Sale data, pictures & videos are to be supplied to DLMS/Cattlevids.
- Top of sale page customer listing can include Club Sponsors, Leader Contacts, Pick Up / Delivery Options for lots.
- Text message and email out bid notification during the sale.
- Watchlist and favorite feature for either entire auctions or a single lot.
- Tech support/sale monitoring of the sale, answering questions from bidders and provide assistance with bidders needs.
- Sale listing on DLMS & Farm Gate Timed Auctions websites with links to catalogue and your website
- Sale lots can sell by the dollar or so much times the weight.

(If animals are not all weighed at the same time and location suggested sell by total dollar per lot with estimated weights to help eliminate issues with weight differences after the sale is complete.)

**Farm Gate Timed Auctions standard base listing fee - \$500.00 per sale plus commission on lots sold**

**Commission Charges - 3% of sale gross (Discounts apply on sales grossing over \$150,000 Contact Mark for info)**

## ***DLMS FarmGate 4-H Junior Sale Sponsorship offer***

**At the completion of the sale, and once the sale expenses have been paid, DLMS will refund 25% of the final bill back to your club as a sponsorship donation. This can be used however your club decides, as we want to do our part to help your club wrap up a successful 4-H year for the kids.**

Timed sale fee includes listing sale, timed sale closeout and base advertising. 4-H Clubs will be supplied with a file template to be submitted for lot uploads to FarmGate. Pictures for each lot are to be sent to DLMS in a supplied dropbox folder with the lot number and name of the exhibitor as the picture name. At completion of sale, DLMS Farm Gate Timed Auctions sends buyer info to the 4-H club contact for invoicing and collection of funds. DLMS Farm Gate Timed Auctions is not responsible for handling sale proceeds or any other sale management responsibilities of the sale – Electronic email invoice creation payable to your club can be arranged.

***To book your 4-H Club Sale on DLMS FarmGate Timed Auctions please email/txt or call our sale team with the name of your sale and the date you would like to open and close and we can have your sale posted today.***

Mark Shologan Ph: 780-699-5082 E: mark@dlms.ca  
Jill Renton Ph: 780-603-1636 E: jill@dlms.ca  
Dacie Johnson Ph: 780-656-5513 E: dacie@cattlevids.ca  
Cassidy Matthews Ph: 403-971-6055 E: cassidy@dlms.ca

Whitney Bosovich Ph: 780-991-3025 E: whitney@dlms.ca  
Jeanie Chase Ph: 780-554-4939 E: jeannie@dlms.ca  
Stacy Young Ph: 780-718-0622 E: stacy@cattlevids.ca  
Melissa McRae Ph: 204-573-9903 Email: prairiepistoldesigns@gmail.com

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## **DLMS Live Online Only Sale with Auctioneer**

The DLMS Live Online Only sale is designed to provide customers with the option to host a live sale with an auctioneer and a sale order without the need for bidders to be at the same place but rather host the sale 100% online. The DLMS live online only sale closeout provide audio and pre-sale videos or pictures to customers to bid live with a sale order. Each lot is opened and sold/closed with the same point and click bidding system that is used for our Purebred Sale Broadcast service. As bidders bid they also hear audio from the closeout team and view pictures and pre-recorded videos on each lot as the lot is sold.



### **The DLMS Live Online Only Sale closeout service includes:**

- Industry leading point and click bid over computer or mobile device via DLMS.ca
- Live audio from the auctioneer/ closeout team including welcome and thank you audio from the seller if available
- Pre-recorded video and still pictures for each lot displayed during sale.
- Detailed online catalogue that can include name of exhibitor, project still picture, project video option, project lot info, and links to other external info as needed. \*\* Sale data, pictures & videos are to be supplied to DLMS/Cattlevids.
- DLMS rep and auctioneer are the only people required to be onsite for auction close out.
- Tech support/ sale monitoring of the sale offsite to maintain sale quality and answer any questions and provide bidders with any assistance in online bidding
- Sale listing on DLMS website home page with links to catalogue & your website
- Sale lots can sell by the dollar or so much times the weight.

(If animals are not all weighed at the same time and location suggested sell by total dollar per lot with estimated weights to help eliminate issues with weight differences after the sale is complete.)

**DLMS Live Online Only Sale closeout base cost - \$2600.00 plus travel to where sale is conducted with auctioneer**

**First 50 lots included with base cost. Additional lots above 50 charged at \$18.00 per lot sold**

Live closeout is available first come first served based on DLMS sale day personally availability.

## ***DLMS Live Online Only Sale closeout Sponsorship offer***

**At the completion of the sale, and once the sale expenses have been paid, DLMS will refund 25% of the final bill back to your club as a sponsorship donation. This can be used however your club decides, as we want to do our part to help your club wrap up a successful 4-H year for the kids.**

Online Only live closeout sale fee includes listing sale, live sale closeout with rep at location with auctioneer and base advertising. 4-H Clubs will be supplied with a file template to be submitted for lot uploads to DLMS. Pictures for each lot are to be sent to DLMS in a supplied dropbox folder with the lot number and name of the exhibitor as the picture name. At completion of sale, DLMS sends buyer info to the 4-H club contact for invoicing and collection of funds. DLMS is not responsible for invoicing and handling sale proceeds or any other sale management responsibilities of the sale. The 4-H or junior Club hires and supplies the Auctioneer for the sale so you get to keep using the sale crew you have been working with.

***To book your 4-H Club Sale on DLMS as a Online Only live closeout please email/ txt or call our sale team with the name of your sale and the date you would like to open and close and we can have your sale posted today.***

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