



It's more important than ever that you keep fundraising for your organization. Whether you choose to transition to an on-line auction or host a virtual auction that includes a live stream element, Beth Sandefur Events can guide you through this process along with a team of experienced technology partners.

Let us take the burden off your staff while you refocus efforts on your core mission activities.

Not sure which solution is right for you? [Schedule a free consultation to learn more.](#)

PACKAGE A - VIRTUAL EVENT MANAGEMENT

- Project management for transitioning from a live event to a virtual event
 - Provide timeline with key deadlines and deliverables
 - Act as project manager to ensure efficient workflow and communication
 - Facilitate a minimum of two rehearsals with all presenters and a/v company
 - On site with a/v company during live stream to oversee virtual event production
- Consultation & guidance on best practices for virtual fundraising auctions
 - When/how to open and close auction lots in on-line bidding platform
 - How to transition revenue enhancers and other elements to a virtual event
 - Tips for creating social engagement opportunities
 - Recommendations for pre and post event communication related to registration, bidding, and viewing the live stream event
- Virtual Event Production
 - Work collaboratively with key staff and auctioneer to create program flow
 - Create run of show documents in collaboration with a/v company
 - Identify scripting needs and maintain master script draft
 - Coordinate collection of necessary media for live stream element
 - Provide design direction to ensure all graphics and visuals are optimized for broadcast format

PACKAGE B - AUCTION SOFTWARE MANAGEMENT

- Implementation & management of Greater Giving auction software
 - Create Greater Giving project and build all necessary web pages
 - Create auction packages using approved descriptions and images
 - Create and manage on-line registration process for bidders
 - Assist with data imports/exports from your existing donor database
 - Create fully functional test event for use in rehearsals for live stream event
 - Real time management of bidding during event, including troubleshooting for guests who need help registering or placing bids
 - Post event assistance with payment processing, bidder receipts, and event reports

AUDIO/VISUAL PARTNER



thelux.com
707-939-1200

Package A - Lux Livecast Remote Event Production

Fully remote event production compliant with shelter at home guidelines

- Broadcast quality live stream with real-time graphic overlays to enhance production value
- Live stream allows for split screen views, picture in picture, fully functional videos, and slide decks
- Streaming platform that allows event feed to be broadcast to facebook, youtube, or other public site
- Dedicated a/v engineer and video show director to manage live production video switching between multiple presenters in individual locations, pre-recorded videos, and on-line bidding feeds
- Additional content creation available (video production, animated power point decks, etc)

*Remote equipment rentals may be available.

Package B - Lux Livecast In-Studio Production

Spacious in-studio production compliant with physical distancing guidelines*

- Studio location with ample space for presenters and technicians to maintain physical distancing
- Pipe & drape background in custom color to adhere to organizational branding
- Stage lighting package with confidence monitor for in-studio set
- 2-speaker system to ensure best audio quality for in studio presenters
- Broadcast quality camera with dedicated camera operator
- Streaming platform that allows event feed to be broadcast to facebook, youtube, or other public site
- Broadcast quality live stream with real-time graphic overlays to enhance production value
- Live stream allows for split screen views, picture in picture, fully functional videos, and slide decks
- Dedicated a/v engineer and video show director to manage live production video switching between multiple presenters in individual locations, pre-recorded videos, and on-line bidding feeds
- Additional content creation available (video production, animated power point decks, etc)

*Two studio locations available in Northern and Southern California

AUCTION SOFTWARE PARTNER



greatergiving.com
800-276-5992