

Getting Started

SELECT A DATE

It is important to select the appropriate time of year to hold your fund-raising art auction. This decision would be based on your particular organization's social and fund-raising calendar and State of the Art's availability. You may wish to consider the following:

1. Other annual fund-raisers
2. School breaks even if your organization is not a school
3. National holidays
4. Major sporting events
5. Other events on your community calendar

The time of year you determine to hold your art auction is your decision. Our calendar runs year round. Your auction coordinator can help you select the date up to a year and a half in advance. They will guide your organization to the best time of year suitable for your organization.

Both weeknights and weekends have been successful for art auctions. Most organizations hold their art auctions on Friday or Saturday evenings, so it is important to schedule your auction well in advance, as dates are limited.

Sign an agreement to reserve your date on our calendar.

CHOOSE A LOCATION

The location for the art auction can greatly affect the success of the event. An easily accessible, well light area that people are familiar with is best. Consider a centrally located hotel ballroom, conference center, country club, restaurant or banquet hall. Schools, churches, synagogues and social clubs often have their own facility, which may be suitable and may be available to other organizations at a reasonable fee. Parking is also a consideration when selecting a location. The more attractive, appealing and accessible your location is, the better your attendance will be and the more enjoyable the evening will be! Often, a facility will donate the room to a non-profit organization. Do not be afraid to ask. It will benefit your group.

ROOM REQUIREMENTS

The room the auction is to be conducted in should be able to accommodate seating for 150 adults arranged "theater style" with a center aisle and 25 banquet tables around the perimeter of the room to be used to display artwork. This would typically be a room 40 feet by 60 feet. It is best to present the entire event in one room, as opposed to having the refreshments in one room and the artwork and auction in another.

Lighting is important to the success of the event. The artwork will be displayed around the perimeter of the room, flush to the wall. It is advisable to have a well-lit perimeter. All available lighting should be utilized during the preview hour. Many organizations will dim the audience lighting during the live auction, to make the presentation of the artwork more dramatic. State of the Art displays each work on a central easel during the live auction and provides adequate lighting for the central easel.

A PA system and podium should be available for use during the auction. This is also an important factor in the outcome of the event. If you do not have a PA system, one can be provided on upon request. There should be reasonable access to the room from the street or parking lot for the delivery of artwork. A street level facility is preferable, however not necessary if an elevator is available.

If you should have any questions regarding the viability of a potential location/room, please contact your auction coordinator. They will be happy to assist you with any questions you might have.

MARKETING

Your organization will be furnished with a comprehensive marketing plan that is tailored precisely to your goals and needs. We will provide at no charge, all of the promotional materials necessary to attract your desired audience, including custom invitations, posters and flyers. Your auction coordinator will provide you with information on press releases and public service announcements to help promote your event and ensure a successful fund raiser.