

Golden West Auction Platform

Golden West is excited to offer **all** 4-H Clubs in Canada access to our online auction platform. This is a reliable, proven auction system that provides a safe, easy-to-use experience for your customers. All transactions are encrypted and secure. Reports are available to show all transactions, payments processed, and item details.

Selling livestock online is becoming more popular, and this would be an excellent opportunity for your members to gain experience with photography and video creation, as well as marketing and promotion strategies.

Things Your Club Needs to Know

- Every Club will get their own auction **event** with dates of their choosing
 - Each event includes an unlimited number of items
 - Each item can include a lengthy description, up to 20 photos, a linked YouTube video and many other details
- In the regions where Golden West operates, additional partnerships can be discussed to leverage our radio stations and online news portals to promote the auctions
- In the regions where Golden West doesn't operate, we can coordinate promotion of your auction through local media, or targeted social media campaigns
- **Costs:**
 - A minimal flat fee will be charged per animal sold (approx. \$35/head, but may vary based on the size of the auction)
 - Credit card processing fee of 3% on all transactions
 - No fees are charged on animals that don't sell
- All payments would be processed through the auction site and forwarded (weekly) to the individual clubs for distribution to their members

How it Works

Our commitment to you includes not only the website platform, but a **proven process** to ensure your auction runs smoothly. After our organizations have agreed to work together:

- A Personal Auction Advisor (PAA) will be assigned. They will email you within 48 hours to start the process. The role of the PAA is to help answer any question you might have and assist throughout the process.
- The PAA will create an Auction Event for your organization within our Auction Platform and provide you with credentials so you can upload and manage your auction items.
- Your Auction Event will be assigned a special link that you can post on your own website and promote on social media.

Golden West Contact Information

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