

# Tips for a successful Oakland County Fair Auction

As an exhibitor you will need to encourage buyers to support the auction. Here are some tips on how to do that.

## Important dates and times

- Friday, July 14 at 4:00 PM Exhibit Hall Auction
- Friday, July 14 at 5:30 PM Buyer Appreciation dinner
- Friday, July 15 at 6:30 PM Small Animal Auction
- Saturday, July 15 at 5:30 PM Buyer Appreciation Dinner
- Saturday, July 15 at 6:30 PM Large Animal Auction

## Marketing your Project

- Social Media
  - Make a post with photos telling friends and family about your project.
  - Ask family and friends to share your posts to get the word out.
  - Be sure to include date, time, and location of your auction.
  - Example:

*So proud of my lamb for the Oakland County Fair. Come out to the auction on Saturday, July 15 at 6:30 pm to support me and other exhibitors. Give me a call or DM me for more info. You can also visit [oakfair.org](http://oakfair.org).*

- In-person
  - Visit a local business, legislator, or organization to request their support. Reach out to new buyers and current buyers so they know we want them back.
    - Sometimes all it takes is for someone to ask.
    - If you are nervous to talk to buyers by yourself, find another exhibitor buddy and go together!
  - Bring auction brochures (available at the OCF office or online) and a copy of your letter for each buyer/business
  - When talking to a buyer, tell them why the fair is important to you. What do you plan to do with the money? What have you learned? How has it been valuable? Be sure to also focus on what they will be getting - locally grown meat or a handcrafted item.

- Be sure to let them know how they will be recognized. Buyers are announced during the auction and a full list is printed for future year promotion.
  
- Via mail or email
  - If you can't physically visit buyers you can always send them a letter, card, or email.
  - Example:

Date

Dear Mr Smith,

Thank you for your past support of the Oakland County Fair. Your contributions from last year have helped me with my current project.

Raising poultry for the fair has taught me a lot of important lessons like responsibility, budgeting, marketing, and time management. Some of the money from this year's project will help me for future projects and the rest will go to support my college career goals.

I would like to invite you back to the 2023 Oakland County Small Animal Auction. The auction is on Friday, July 15 at 6:30 PM with a buyer appreciation dinner prior to the event.

Feel free to contact me or my parents for more information.

Sincerely,

(your signature)

(your phone number or email)