



**DEAN  
CROSOVER**  
—My Benefit Auctioneer—  
*Virtual*

**Dean Crossover**, one of the nation's **TOP FUNDRAISING HOSTS**, has over 30 years of entertainment experience on stage and screen and is a licensed auctioneer in several states. The first designated Benefit Auctioneer Specialist in the state of Georgia and one of the first to host a virtual auction since the COVID-19 pandemic hit, Dean has become THE leader in this new world of virtual fundraising events. It takes time for an auctioneer to get to know an organization – to truly understand the facts and figures involved in what they do to help make lives better. Unlike many auctioneers, **Dean is about the messaging: understanding what you do and conveying that information to an audience, so people feel motivated and inspired to be generous and give.**

## Dean's Fundraiser Host Services for your VIRTUAL FUNDRAISER include...

### Pre-Event Strategic Planning

- Complete A-Z consulting on your event including all the best practices for virtual fundraising
- Fund-a-Need strategy and development (It's the #1 revenue stream for both live and virtual events!)
- Script consulting and critique through the entire planning process
- In-studio rehearsal prior to event
- Training for your speakers – to help them get comfortable in front of the camera
- Personalized order line-up of your Live Auction merchandise to drive maximum sales
- Unlimited e-mail and telephone support
- Clients receive Dean's "Ultimate Benefit Auction Guidebook", a 54-page detailed book that includes links to several videos, a complete checklist and more
- Finally, you choose the tuxedo jacket Dean wears at your event – over 30 to choose from!

### During the Virtual Event

- Early arrival to studio (90 min on average)
- Emcee duties with the best audience engagement and entertainment in the industry
- Facilitating your Fund-A-Need / Paddle Raise / Inspired giving moments
- Auctioneering for your featured auction items
- Leading all live announcements during pre-show

### Post Event Services

- A one-hour phone conference with the chairperson and committee to critique the event and identify ways to make next year's event even more successful

Working hand-in-hand with Dillon Production Services and ideaLand, Dean will help create the best VIRTUAL fundraising experience you will ever have!  
For more information: [Dean@mybenefitauctioneer.com](mailto:Dean@mybenefitauctioneer.com) or 404.403.9090



**ideaLand**  
comprehensive event production  
*Virtual*

**ideaLand has been supporting non-profit fundraising events since 1998 and creating livestreaming events since 2010.** When COVID-19 brought the in-person fundraising events industry to a halt, ideaLand jumped into action to create turnkey solutions for non-profits to help them continue to host fundraising events inside the box with outside the box thinking and expertise. ideaLand has helped dozens of non-profits large and small raise millions of dollars. The ideaLand team is not only expert in virtual fundraising events, we are also passionate about helping organizations who are working to help others. **ideaLand is more than just virtual event technology and show production, we are your strategic fundraising planning partner from idea to screen.**

**ideaLand's Production Services for your VIRTUAL FUNDRAISER include...**

### **Pre-Event Strategic Planning**

- Event strategy, design and comprehensive show planning brainstorming sessions with your team
- Create working timelines, budgets and action lists for all aspects of event
- Manage all event-related services, including research, recommendation, selection and contract negotiations for A/V and production elements, entertainment, speakers, IT, ticketing, auction, etc.
- Recommend and manage registration/payment and mobile bidding technology
- Create full Run of Show and manage all stage production elements and vendors including rehearsals and technology checks
- Sponsorship development, full online auction item acquisition and management, event promotions and graphic design as needed

### **During the Virtual Event**

- Manage client Staff/Volunteers and vendors for event production
- Provide Event Production Specialists and additional event assistants to help manage the event
- Provide "Voice of God" for announcements as needed and call the show – cue music, lighting, video rolls, presentations and get talent to stage/screen
- Coordination of stage materials, i.e. presentations, video, audio, props, etc.
- Work with Fundraising Host and team to create the optimal fundraising experience
- Work with your team to create the optimal engagement of your virtual audience wherever they are

### **Post Event Services**

- Finalize payments to vendors and provide final reports and auction closeout as needed
- Follow-up meetings and calls as necessary to close out the event and plan for future events

**Working hand-in-hand with Dean Crossover and Dillon Production Services, ideaLand will help create the best VIRTUAL fundraising experience you will ever have!**  
**For more information: [SueAnne@idealand.com](mailto:SueAnne@idealand.com) or 678.540.2045**



**Dillon Production Services has been in business for over 26 years and is one of the largest production companies in the Southeast,** with corporate and nonprofit clients including Home Depot, Chick-fil-A, Coca-Cola, InCommunity, and Susan G Komen Foundation. At the start of the pandemic, Dillon Production Services was one of the first AV companies in the country to pivot to virtual event support and build a 5000 square foot state-of-the-art production studio to fulfill the needs of their clients. **This fully climate-controlled, maximum air circulation, touchless features, socially-distanced studio space with catering area and Green Room was purpose-built for high quality events that deliver stellar production solutions for our client's needs.**

**DILLON**  
PRODUCTION SERVICES INC.

Virtual

## **Dillon's Production Services for your VIRTUAL FUNDRAISER include...**

### **Pre-Event Strategic Planning**

- Technology consulting for strategic goals
- Prepping the studio to accomplish all goals
- Selecting high quality technicians for your event
- Review Run of Show with event producer to ensure technical specifications are met
- Building of custom graphics or animations
- Review of graphics and video content to ensure high quality transmission to your audience

### **During the Virtual Event**

- Provide a safe studio to gather a small group and production team
- Manage onsite technical crew
- Coordinate with Producer/Clients to ensure all technical aspects of event are covered
- Monitor live stream status and health
- Provide production gear, control booths and technical team communications
- Provide labor to operate all production gear
- Manage remote guest feeds

### **Post Event Services**

- Remote debrief session on the event and how to improve for the next one.
- Transmission of recordings from event upon request.
- Live stream analytics

**Working hand-in-hand with Dean Crossover and ideaLand, Dillon Production services will help create the best VIRTUAL fundraising experience you will ever have!**

**For more information: [jdillon@dillonproduction.com](mailto:jdillon@dillonproduction.com) or 770.409.0032**