



SC Online Sales | 1706 W. Main St. | Robinson, IL 62454

Fair Manager:

The recent COVID-19 pandemic has certainly changed the landscape of 2020 county fairs across the country. As we all know, these county fairs are the local showcase of our youth's agricultural projects. The far-reaching effects of the Coronavirus are now impacting not only county fairs, but also other youth livestock shows and 4-H / FFA programs nationwide. In light of this situation, SC Online Sales has developed an alternative avenue for youth to participate in virtual shows and online sales with their livestock projects. Our goals in creating this platform were simple – to give these young livestock exhibitors the opportunity to complete their projects this year, have an outlet to market their livestock and ultimately to be encouraged about their involvement in 4-H / FFA with a livestock project in 2021.

We feel that one of the biggest assets of the SCO virtual show/sale platform is that it is ***not*** one size fits all. We know every show has specific goals and unique needs, and we are equipped to accommodate accordingly. SCO has the capability to offer shows and sales separately. If you are interested in only hosting a show or a sale, we can easily facilitate one or the other.

For the virtual shows, participants will submit a video exhibiting their animal(s) that both the judges and, if applicable, the viewing public will use to place each class and division. You can display as much or as little information about each animal and exhibitor as you wish. Again, this can be customized to the specific needs of each show per the show manager and committee's guidance.

For the online sale side of things, there are a few different formatting options including:

- Selling the animals outright via a traditional online auction
- Setting up the sale to emulate a premium auction where animals are sold on a per pound basis
- Utilizing the unique SCO Click-to-Claim format where individuals and business are able to contribute a certain dollar amount to either one or multiple exhibitors

The cost of having a sale is a flat rate of \$10 per animal with a \$750 sale minimum. SCO provides full access to the after-sale accounting with physical and digital sale reports, invoicing records and the ability to export sale reports as needed. We highly encourage sale managers to handle the sale settlement process as normal as possible – just as they would have done in years past. We understand the importance of the networking and relationships built at the local level, and we want the back-end process to support those as much as possible, with SCO simply providing the online platform to make it all happen.

"We all agree that kids come first! It was well-received by our community and the nice thing was that anytime we needed anything, we reached out to SCO and they immediately helped us." - Shirley Kaufman, Augusta Co. Virginia 4-H & FFA

Both the virtual show and/or online sale can be offered publicly or privately to best fit each county's situation. Shows that are available for the public to view and place can utilize the class and overall show results as an educational tool for judging teams and other individuals looking to sharpen their evaluation skills. The public placings can also be used as a referee judge in a 3-person panel judging system. We will honor any contracted

judges who have already been hired, or SCO can help source judges for the show if needed. With either option – public or private – we provide full results of the official placings as well as having the judges record their video reasons and submit them to us to be released online for the public, the exhibitors, and their families to see.

Here are a few of the other features that have proven to be a huge benefit for the virtual shows and sales we have already hosted on SCO:

- The user-friendly platform making it quick and easy for users to create an account, login, and participate in show placings and/or bidding on a sale
- Easy site navigation with different viewing styles
- The “Watchlist” feature which allows users to easily sort off their favorite animals in either a show or a sale
- “Outbid” text notifications that are sent to bidders participating in an online sale. Easily bid from your phone.
- The option for local sale committees to place bids as well as make “add-ons” where wanted and/or needed
- The ability to recognize any show/sale sponsors through the public-facing side of the show or through the reasons videos provided after the show
- A team of support staff to accommodate your needs for your event
- And of primary importance, the ability for the show and sale to take place all while complying with social distancing guidelines!

Attached you'll find some additional information that goes into more specifics for the entry submission. For that process, a lot of shows already have their entries down to a science and know their exhibitors, so we provide you with a template to submit the information for the judging process. The sales can work off of the same spreadsheet that is submitted for the show, and we can adjust the sale order according to the show committee's preference following the show.

The bottom line is that we are able to tailor each virtual show and online sale to the wants/needs of the show committee to make it as "normal" as possible in reflecting the planned in-person event.

“We can't guarantee everything, but SCO will guarantee one thing...that is that we will do everything in our power to help fit your individual situation and get you through this with the promise that your experience with the SCO team will be a good one!” – Dave Guyer, SCO General Manager

SCO is here to help however we can! If you have any questions, please don't hesitate to reach out. For more details and pricing, please reply to this email or call me at 419.508.3226.

Thank you for the extra effort that you're putting in to try and make these events happen for the kids and your community.

Sincerely,



Stephanie Sindel

stephanie@sconlinesales.com

419.508.3226