

The Custom Canvas

Prepared for nonprofit live auctions · Package A

Auctioneer Talking Points

A short guide for introducing Package A — The Custom Canvas — at your live auction. Read the intro, highlight the details, open the bidding, and keep it going past the reserve.

Introducing the package

“Tonight you have the chance to commission an original painting by Elliott From — founder of Artbeat Live and an artist whose live performance paintings have helped raise more than \$5 million for charities nationwide.”

“This is not a print and not a reproduction. It is a one-of-a-kind original, painted for the winning bidder in Elliott's personal style.”

Details to highlight

- The winner chooses the category: floral, abstract, or landscape.
- They may discuss preferred colors, subject direction, and size with the artist — up to 48 inches wide by 60 inches high.
- Elliott does not create portraits; the piece is painted in his own artistic style, and final interpretation remains with him.

Keep the bidding alive

Open at **\$1,000**. The package cannot sell below the **\$1,500** reserve without express approval — but that reserve is a floor, not a target. Encourage the room to keep bidding beyond it: every additional dollar is split 50/50 between your organization and The Giving Canvas.

Closing the lot

Once the hammer falls, payment is collected and eligible proceeds are split 50/50. The Giving Canvas then works directly with the winning bidder to create the commissioned painting.

PENDING REVIEW — Production timeline, shipping, and final size-selection terms will be confirmed separately.

Auctioneer note: the reserve is a minimum selling threshold, not a suggested final price. Continue bidding beyond the reserve whenever possible.