

The Live Art Experience

Prepared for nonprofit live auctions · Package B

Auctioneer Talking Points

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

Introducing the package

“Imagine the excitement of watching a large-scale painting come to life right here in minutes — choreographed to music, created by Elliott From, founder of Artbeat Live, who has painted live at the Olympic Games, NHL playoff games, the Kentucky Derby, and hundreds of charity fundraisers.”

“Tonight you are not just bidding on artwork — you are bidding on the performance itself, at the event of the winning bidder's choosing.”

Details to highlight

- Elliott travels to the winner's approved private or business event and paints live while entertaining guests.
- Ideal for corporate celebrations, holiday parties, employee appreciation events, private gatherings, and special occasions.
- Travel, lodging, and approved travel-related expenses are additional and paid separately by the winning bidder.
- Performance date and location are subject to artist availability and approval.

Keep the bidding alive

Open at **\$3,000**. The package cannot sell below the **\$4,000** 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 coordinates directly with the winning bidder to arrange the live performance.

PENDING REVIEW — Number of paintings, performance duration, technical requirements, redemption period, and other details will be finalized later.

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