

The Art *of*  
Successful  
Fundraising.

M A R L I N   A R T



*At Marlin, fundraising is an art form.*

*Skillfully designed and carefully constructed, each art auction is a masterpiece of talent, experience, imagination and enthusiasm. By combining the efforts of our professionals with the dedication of your volunteers, we guarantee success: socially, culturally and financially.*

*Since 1969, Marlin Art has enabled organizations across the United States to make money while having fun. Great times and great profits go hand-in-hand.*

*The art of successful fundraising is Marlin.*



# Marlin Art guarantees you'll make a profit before we even make a sale.

With Marlin you've got a win-win situation.

No matter what, you make money. Right up front we agree to pay your organization a specified cash amount OR a substantial



percentage of the total gross.

Whichever is greater!

Guaranteed.

In black and white.

No small print.

No nonsense.

Before the first bid is called.

You're ahead of the game before the game even starts.

And we put it in writing.

**As leaders in fundraising art auctions since 1969, here's what's behind Marlin's success:**

- Our industry connections, experience and buying power provide large savings to Marlin customers.
- Our enormous collection of quality framed art represents a wide range of taste, interest and price.
- Our Sales Consultants, Event Planners, experienced Auctioneers, and support staff provide personal attention and fine products.
- Our Custom Program serves the needs of each organization -- small or large, non-profit or private.
- We pay attention to every detail -- from pre-auction promotions to post auction evaluations

*Other fundraisers*

*offer no-loss*

*no-risk promises.*

*We offer*

*no-nonsense*

*guarantees.*



**Here's all we ask of you:**

- A room large enough for the event
- A group of enthusiastic volunteers.
- Refreshments for your audience.

You'll make money with Marlin Art.

That's not just a promise. It's a written guarantee.



# Making people happy goes hand-in-hand with making money.

Marlin Art places a great deal of importance on having a good time. Whether your art auction is in a basement or a ballroom, whether the focus is on charming collectibles or sophisticated



collections, having a good time is good for everyone. We believe in turning auctions into great fun and great fun into annual events.

Marlin's service, expertise and attention to details have satisfied sponsoring organizations time after time. This accounts for our long list of return engagements. Some for over 25 consecutive years.

Every auction has something special going for it. And we make the most of that something special.

*Sometimes a few successful hours can become a successful decade.*

## ***We provide you with the tools to build a solid fundraiser:***

- An Event Planner develops the plan to help your group meet or exceed your goals.
- An extensive marketing package, which includes fliers, posters, tickets, invitations and envelopes, assists you each step of the way.
- A framed collection of art, chosen for your show specifically, is delivered to your event.
- Comprehensive auction materials and services include catalogues, bidding numbers, receipts, easels, art transport, hanging hardware, and credit card set-up for worry-free auctions.
- A beautiful Door Prize





# Marlin auctions are not just about artwork. They're a lot about teamwork.

We back up our words with hands-on help from

Marlin specialists and professionals who make fundraising much easier than you'd expect.

Teamwork begins with your personal Marlin Consultant who works with you to clearly define what must be accomplished. Your Consultant helps develop your most effective auction strategy. You'll receive Marlin's Strategy Guide which explains how to delegate responsibilities -- from pre-auction promotions to last minute details. Next comes your Event Planner, your right hand, who helps and supports you every step of the way.



*We don't simply  
sign a contract  
and walk away.*

*We guide, support  
and stay in close  
touch.*

## **Your place on the team:**

Your job is to provide the room for the auction ... and the audience. We recommend 125 to 200 people. That's it. There's nothing at all to worry about because Marlin helps you organize your organization - - from the first phone call to the last receipt.

When you work with Marlin, you're not alone.

You're part of the team.





# When it comes to auctions, our auctioneers have mastered the art.

Marlin's auctioneers are skilled at creating a friendly atmosphere. They begin each auction before the auction. During the preview, they mingle with the crowd, answer



questions, chat a bit and get to know their audience.

One by one.

Their warm personalities make people comfortable and assured of having a good time.

Marlin auctioneers have extensive knowledge and appreciation of each collection being offered.

This expertise instills confidence in your audience.

Their talent makes each fundraiser entertaining, enlightening and exciting.

But even more, our auctioneers have genuine concern for customers.

Fairness is always practiced.

At the end of every auction, we expect everyone to leave feeling satisfied.

To Marlin Auctioneers, raising spirits is just as important as raising funds.

*Our auctioneers  
are professionals  
who love what  
they do.  
And they do a  
great deal.*





# We have 23,000 sq. feet of space. Every inch devoted to art. And the art of fundraising.

Aside from housing one of the largest art inventories in the industry, we have on premises most elements necessary to promote and present that art.

Within our factory, we do our own custom framing, matting and glass cutting - that means greater savings for our customers.

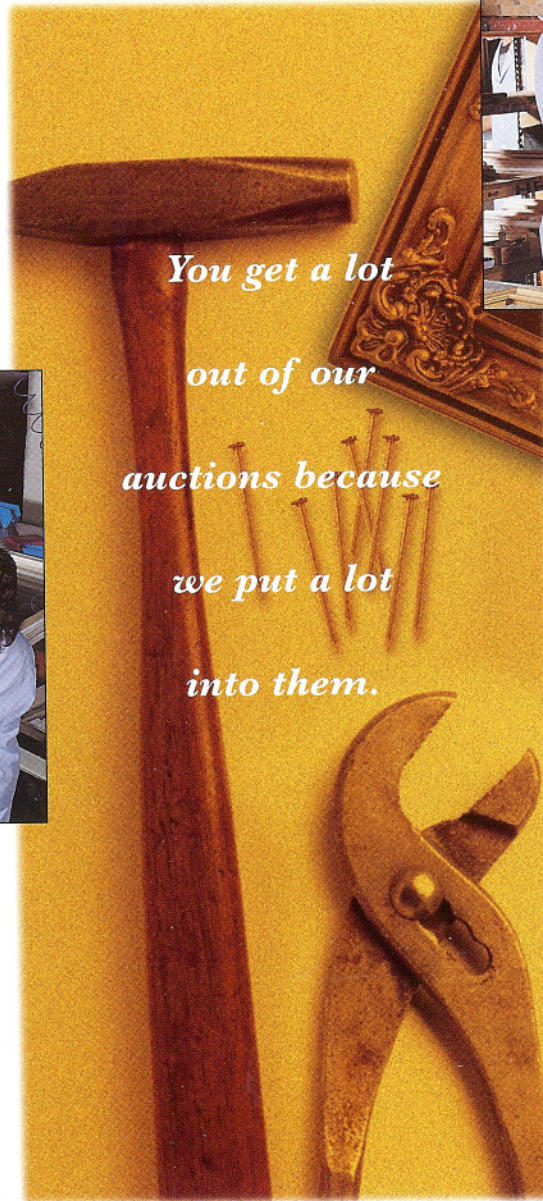
Our remarkable framing department is



stocked with thousands of frames in more styles than you can imagine. Each day our talented matting department creates new variations in color combinations and design cuts.

Our warehouse contains an art inventory that defies estimation.

We have racks, bins, stalls and drawers where artwork is filed and stored according to artist, value, and category or the particular up-coming auction for which they've been



*You get a lot  
out of our  
auctions because  
we put a lot  
into them.*



selected. We even have our own printing shop on premises which enables us to design and produce our promotional materials: posters, catalogues, ads, invitations, tickets, fliers and more. This means our clients get them directly from us. Quickly and correctly.

With no middleman, there's no added costs, delays or errors.

In our corporate offices, and in the field, Marlin Fundraising Consultants are available to assist new chairpeople as well as old pros. We leave nothing to chance. And that leaves you with

a lot less to worry about. Few, if any, fundraisers can match our ability to accommodate organizations...in terms of budget, entertainment, value and service.

We've got it all.

And it's all right on premises.



# The art collection that inspires art collections.

Lynn Quayle



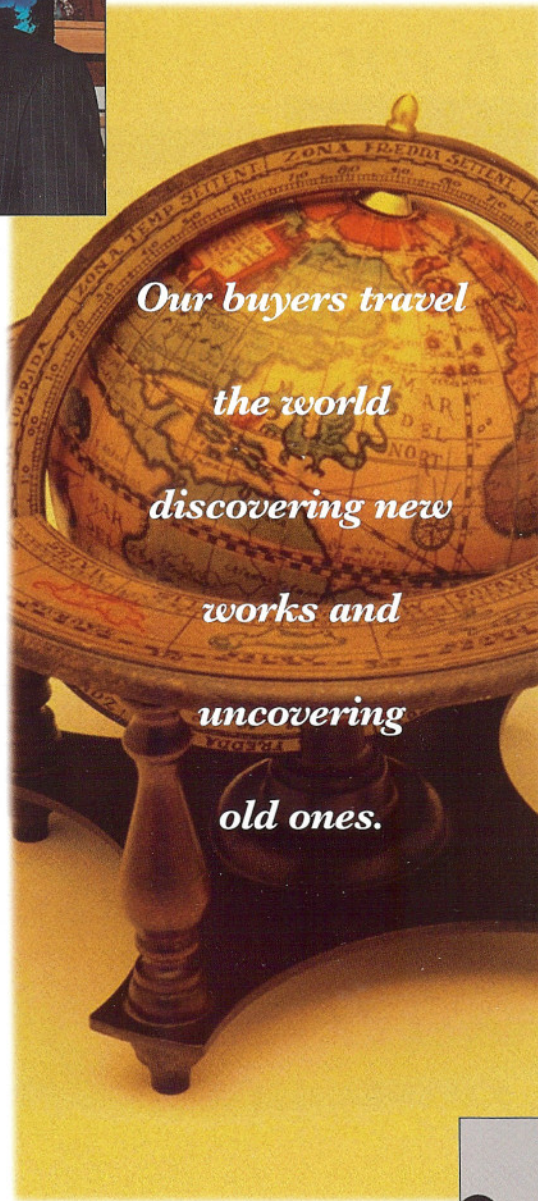
*LeRoy Neiman & Sol Adams, President Marlin Art.*

Many people begin their collections after attending a Marlin Art Auction. Our vast collection of art and our informative presentation often motivate audiences to learn and discern. Every auction features something that is bound to touch someone. In pursuit of artistic trends, variety, and excellent prices, we travel around the world searching for art that will excite and inspire our audiences.

Our close affiliations with many artists and publishers allow us to offer exciting art at extremely low prices.

Marlin's extensive collection includes the art of famous artists and unknown talents.

We proudly feature the acclaimed works of Neiman, Wooster Scott, Max, Fazzino, Delacroix, Agam, Tarkay, Borelli, Lui,



*Our buyers travel  
the world  
discovering new  
works and  
uncovering  
old ones.*

Boulanger, Kinkade, and Rockwell ... to name just a few.

We offer signed lithographs, serigraphs, sculpture, sports memorabilia, animation art, giclees, and watercolors at very attractive prices. Marlin's enormous inventory affords every organization a large and varied selection for each auction. Each year's collection is new, different and exciting. With input from your committee, we prepare an auction designed especially for your group. Determined by the interests and requests of your organization, we can offer art with opening bids from \$55 to \$6,000 (with the majority of opening bids between \$75 and \$450). Our goal is to provide collections that are affordable, interesting and provocative.

And that's how new collections begin.



*Linda Adams, V.P. Marlin Art & Jane Wooster Scott*



*Art is for everyone.*

*We design each collection to reflect a variety of artists, styles and prices. When it comes to auctions, Marlin paints a pretty picture.*





*The art of successful fundraising since 1969*



MARLIN ART, INC.

920 GRAND BOULEVARD

DEER PARK, NY 11729

631.242.3344

800.222.8887

FAX 631.242.1590