

# 4-H and Junior Club Online Marketing Option 2026

We have had a lot of requests lately for online options for 4-H Clubs who want to try and expand reach and help buyers access their sales who cannot be in attendance. We want to continue to help clubs that are looking for some online marketing options to help you market your 4-H projects, with online service from the Direct Livestock Marketing Systems family!

## **OPTION #1 –**

### **DLMS Live Online Broadcast with Online Bidding**

The DLMS Live Online Broadcast with Online Bidding option is the same service we provide to purebred and specialty sales across Canada. The service is designed to provide customers that cannot attend the live sale the option to still watch, follow along with the auctioneer and bid on lots with our point and click bidding service. The

DLMS live broadcast service includes live audio and video from sale site so the viewer at home will see the kids in the ring just like they were sitting in the stands. Each lot is opened and sold/closed with the same point and click bidding system that is used for our Purebred Sale Broadcast service, As bidders are on the sale to bid they also hear audio and video of the open comments, presentations and all of the festivities that go along with the start of your sale.



#### **The DLMS Live Online Broadcast with Online Bidding includes:**

- Industry leading point and click bid over computer or mobile device via DLMS.ca
- Live audio / video from sale site including welcome's, thank you's and all festivities happening in the sale ring.
- Detailed online catalogue that can include name of exhibitor, project still picture, project video option, project lot info, and links to other external info as needed. \*\* Sale data, pictures & videos are to be supplied to DLMS/Cattlevids.
- DLMS rep onsite to handle the bidding system and convey all of the online bids to your auctioneer team.
- Tech support/ sale monitoring of the sale offsite to maintain sale quality and answer any questions and provide bidders with any assistance in online bidding
- Sale listing on DLMS website home page with links to catalogue & your website
- Sale lots can sell by the dollar or so much times the weight.  
(If animals are not all weighed at the same time and location suggested sell by total dollar per lot with estimated weights to help eliminate issues with weight differences after the sale is complete.)
- Sale weight and sale order sheets are posted on the DLMS website after completed and supplied to DLMS.

**DLMS Live Online Broadcast with Online Bidding base cost - \$3000.00 plus travel to where sale site**

**First 50 lots included with base cost. Additional lots above 50 charged at \$20.00 per lot sold**

Live closeout is available first come first served based on DLMS sale day personally availability.

Please Note this is a broadcast service only and all auctioneer, ringmen, clerking, invoicing and collecting is the responsibility of the 4-H Club.

## **OPTION #2**

### **DLMS Farm Gate Timed Auctions – Timed Online Sales**

Farm Gate Timed Auctions is the exciting, timed sale service offering as part of the DLMS family. This timed sale service provides multiple options to host your sale 100% online sale. DLMS Farm Gate Timed Auction offers a unique racehorse style close with extended bidding to give all your junior members the best option to get the highest prices possible, and allow the buyers to move to others lots if they get out bid over their budget. DLMS Farm Gate Timed Auctions offers a low cost option to promote your sale to the world, with the sale being 100% online.



Timed Auctions Made Easy

DLMS Farm Gate Timed Auctions is different from our live sale closeout, allowing your customers the option to bid on different lots during the sale without a traditional sale order. As the price increases on one lot, bidders can move on to a different lot that might be in their price range, the sale ending closeout only happens once bidding has stopped on all lots. With easy sign up for bidding, text and email notifications when you're outbid, favorite/watch list features all built to be mobile friendly, the DLMS Farm Gate Timed Auction system is designed with the ultimate user experience in mind.

**DLMS Farm Gate Timed Auction service includes:**

- Close of the sale in Racehorse Style Close with extended bidding
- Detailed online catalogue that can include name of exhibitor, project still picture, project video option, project lot info, and links to other external info as needed. \*\*Sale data, pictures & videos are to be supplied to DLMS/Cattlevids.
- Top of sale page customer listing can include Club Sponsors, Leader Contacts, Pick Up / Delivery Options for lots.
- Text message and email out bid notification during the sale.
- Watchlist and favorite feature for either entire auctions or a single lot.
- Tech support/sale monitoring of the sale, answering questions from bidders and provide assistance with bidders needs.
- Sale listing on DLMS & Farm Gate Timed Auctions websites with links to catalogue and your website
- Sale lots can sell by the dollar or so much times the weight.

(If animals are not all weighed at the same time and location suggested sell by total dollar per lot with estimated weights to help eliminate issues with weight differences after the sale is complete.)

**Farm Gate Timed Auctions standard base listing fee - \$500.00 per sale plus commission on lots sold**

**Commission Charges - 3% of sale gross (Discounts apply on sales grossing over \$150,000 Contact Mark for info)**

**DLMS FarmGate 4-H Junior Sale Sponsorship**

**At the completion of the sale, and once the sale expenses have been paid, DLMS will refund / deduct 25% of the final bill back to your club as a sponsorship donation. This can be used however your club decides, as we want to do our part to help your club wrap up a successful 4-H year for the kids.**

**Live Sale Broadcast Sales as part of the Sponsorship DLMS can broadcast the show if on the same day for no additional charge as part of DLMS Sponsorship. This is as long as the show is on the same day and same location as your sale.**

**(Talk to the DLMS Crew for more Details on the show broadcast)**

DLMS Live sale broadcast sale fee includes listing sale, live sale closeout with rep at location with auctioneer and base advertising. 4-H Clubs will be supplied with a file template to be submitted for lot uploads to DLMS. Pictures for each lot are to be sent to DLMS in a supplied dropbox folder with the lot number and name of the exhibitor as the picture name. At completion of sale, DLMS sends buyer info to the 4-H club contact for invoicing and collection of funds. DLMS is not responsible for invoicing and handling sale proceeds or any other sale management responsibilities of the sale. The 4-H or junior Club hires and supplies the Auctioneer for the sale so you get to keep using the sale crew you have been working with.

Timed sale fee includes listing sale, timed sale closeout and base advertising. 4-H Clubs will be supplied with a file template to be submitted for lot uploads to FarmGate. Pictures for each lot are to be sent to DLMS in a supplied dropbox folder with the lot number and name of the exhibitor as the picture name. At completion of sale, DLMS Farm Gate Timed Auctions sends buyer info to the 4-H club contact for invoicing and collection of funds. DLMS Farm Gate Timed Auctions is not responsible for handling sale proceeds or any other sale management responsibilities of the sale – Electronic email invoice creation payable to your club can be arranged.

***To book your 4-H Club Sale on DLMS FarmGate Timed Auctions please email/ txt or call our sale team with the name of your sale and the date of your sale that you would like posted on DLMS.ca***

Mark Shologan  
Ph: 780-699-5082  
E: mark@dlms.ca

Joanne Shologan  
Ph: 780-689-6068  
E: markshologan@gmail.com

Or any of the DLMS Purebred &  
Specialty Event Team listed on the DLMS website



~ Package as of January 2026~