



Regional VPs, Chapter Presidents and Regional Directors
RE: 2021 Cadillac & LaSalle Club (CLC) / Mecum Auction Program

It is official! We have a fully executed contract with Mecum Auctions for the calendar year 2021. This is always such an exciting opportunity for the CLC to get to the auctions and participate to expand our membership. If your Region is near one of these sites, please be sure to check out "How to Participate" section. The major changes to the program are NO FREE bidder paddles or FREE admission tickets. Please check the CLC website for the latest information: cadillaclasalleclub.org and **search for Mecum**. It is in the MEMBERS ONLY section.

Other questions or need help scheduling? Contact the CLC office, (614) 478-4622 cadlasalleclub@aol.com.



More details at mecum.com/auctions/

JAN 7-16	KISSIMMEE 2021	MAY 14-22	INDY 2021
JAN 26-31	LAS VEGAS 2021	JULY 28-31	HARRISBURG 2021
MAR 17-20	GLENDALE 2021	AUG 12-14	MONTEREY 2021
MAR 25-27	GONE FARMIN' SPRING	SEPT 8-11	DALLAS 2021
	CLASSIC 2021	OCT 7-9	LAS VEGAS 2021
APR 8-10	HOUSTON 2021	OCT 21-23	CHICAGO 2021
APR 23-24	DENVER 2021	DEC 2-4	KANSAS CITY 2021

Bidder Paddles and Tickets

Bidder Paddles

- The regular bidder paddle for 2021 is \$200 to all attendees.
- CLC members can purchase for a discounted rate of \$100. This will allow one guest with the bidder each day.

Individual Admission Tickets:

- CLC members can purchase for \$20. Regular admission tickets for anyone are \$30.

Group Tickets:

- Regions or Chapters can purchase a block of 25 admission tickets for \$15 each with prior approval.

Purchasing Bidder Paddles and Admission Tickets

ALL PURCHASES will be online with the Mecum Auction website and enter CODE: CLCCLUB21. Check the CLC website for more details.

More questions? Call or email the CLC Office: (614) 478-4622 cadlasalleclub@aol.com

Up and Coming:

Mecum will assign one of their 20-plus consignment specialists exclusively to the CLC so when a member wants to consign his vehicle, this specialist can offer advice and suggestions on the best auction and how to achieve the maximum sale amount. Hopefully, this will be available in a couple of months.



How To Participate/To Do Checklist

There are a lot of ways to take advantage of this benefit (it pays for itself) for your Region. If you have questions about the Mecum relationship or working the table, contact the CLC Office (614) 478-4622 cadlasalleclub@aol.com. Just a few suggestions and options:

1. **Have A Zoom Call with Auction Specialist:** John Kraman, auction specialist, is available to any Region or Chapter who wants to do a Zoom call on "how to buy and sell" at an auction and suggest some dos and don'ts. This might be good for members who have never attended an auction or a club meeting. Please provide several dates and times and adequate time for scheduling (suggest at least 60 days). To schedule, call or email the CLC Office: (614) 478-4622 cadlasalleclub@aol.com
2. **Appoint a Club Coordinator** for items below or shared responsibilities.
3. **Work the Club Table at the Auction:** Mecum will have ambassadors from their company staff the Club Table, collecting data of potential members and sending to Mike Book at end of auction for us to contact for future membership. Local CLC Regions or Chapters are strongly encouraged to work the table and assist. For details and to sign up your Region to work at the booth, please contact the CLC Office: (614) 478-4622 cadlasalleclub@aol.com

You/designee/coordinator are responsible for membership table shift coordination. You will need to buy admission tickets to work the table. At least 60 days prior to event/auction, be sure that you have Regional club information ordered/ready including local membership forms and the Regional club's contact information. You may want to order some "Regional club" business cards. This can be done inexpensively. Do you need something designed? At least 90 days prior to the event, contact Tim Coy at tim.coy@adtypeanddesign.com. Note: *The Self-Starters* magazines, CLC rack cards and the Benefits of Membership flyer are shipped directly and provided from the CLC.

4. **Update Your Website:** You can add the information provided or above or refer to the national CLC website. The Mecum logo and website should show as a sponsor of your club.
5. **Promote relationship for membership:** This is a great opportunity to promote your membership in local club and benefits of joining the national. Example: This benefit pays for your local and national membership!
6. **Update Your Newsletter:** Suggestions are a spot for the logo and the dates as well as participation information and the link to the national site; be sure your newsletter is posted to the forum for event. You may want to add the Mecum logo and website to sponsor page or front of newsletter as a sponsor.
7. **Update Social Media:** Be sure to add to events on your page and promote the partnership. Example: Join us at the Mecum Auction in (CITY) on (Date). For information, contact (director/designee) or see our website (site info).
8. **Furnish Mecum advertisements and other materials at local/Regional events:** If you are participating in have a major local event that the public is invited, at least 60 days prior to event/auction:
 - Request Mecum materials/attendance: CLC Office (614) 478-4622 or email: cadlasalleclub@aol.com
 - Request *The Self-Starters* magazines: cadillaclasalleclub.org/page/Publications
 - Request CLC rack cards: CLC Office (614) 478-4622 or email: cadlasalleclub@aol.com
 - Request Benefits of Membership flyer: CLC Office (614) 478-4622 or email: cadlasalleclub@aol.com