

Junior League of Charlottesville Mistletoe Market 2010

Greetings from the Junior League of Charlottesville!

On November 14th, the Junior League of Charlottesville will host our 7th annual Mistletoe Market. Mistletoe Market is a holiday gift mart featuring artisans, craft makers, and vendors from Charlottesville and the surrounding areas for a one-day shopping event. Our vendors offer holiday shoppers a great selection of clothing, jewelry, gifts, toys, gourmet foods, home furnishings and more.

You've received this informational letter either in response to your interest in the Market, or because a League member believes you would be a great addition!

Proceeds raised from the Mistletoe Market support the Junior League of Charlottesville. We are an organization of women committed to promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

We're excited to be hosting our event at the Omni Hotel again this year! The Omni is a great centrally-located space on Charlottesville's Downtown Mall. It has great visibility, ample parking, and attracts a large amount of foot traffic from the pedestrian Downtown Mall.

The Mistletoe Market will be widely publicized through internet, radio and print advertising, and to the JLC's membership of over four hundred women. Through our marketing efforts and publicity, we were able to significantly increase last year's attendance and exposure for vendors and this will be our main focus again this year.

For the 2nd year, we are planning an hourly raffle that will highlight the products offered by the participating vendors. Raffle tickets will be available at the door and individuals must be present to win, encouraging our shoppers to attend the Mistletoe Market and shop longer. If you are willing to donate an item for the raffle, please indicate this on your completed merchant application. Raffle donations are 100% tax-deductable.

Vendors may purchase one 8'x 8' space for \$175 OR two adjacent 8'x 8' spaces for \$325. This fee **does not** include table rentals. Merchants who send in completed applications **on or before August 1 will receive a \$25 early bird discount**. Please note, completed applications and fees must be received **by October 1 to secure your space**.

Vendor locations will be assigned by the Market Committee. Tables (6' long with white tablecloth) are available to rent for \$40 each or you may bring your own. There are several booths available with access to electricity; please indicate on your application if you would like a power hook-up and we will try to accommodate your request. All other needed materials will be the responsibility of the merchant.

The Market will be open from 10AM to 6PM. Set-up will begin at 8AM the morning of the event and all merchants **must be set-up by 9:45AM**. In order to ease the loading/unloading process, the Mistletoe Market Committee will assign times to vendors and ask that you indicate your time preference on the Merchant Application. We cannot guarantee you will receive your time preference; time slots will be assigned on a first come, first serve basis. JLC volunteers will only be able to help unload and load during your designated time.

If you are interested in participating in Mistletoe Market 2010, please complete the attached Merchant Application and return it with payment. Space is limited, so don't delay! If your application *is accepted*, payment will ensure your space at Mistletoe Market 2010; if your application is *not accepted*, your check will be returned to you. Please include all contact information, as we will contact you with any questions, notify you of your acceptance, and keep you updated with relevant Market details until November 14th. Any questions or concerns may be sent to mistletoe@jlcville.org.

Please send your completed merchant application and check (made payable to JLC) to:

Junior League of Charlottesville
c/o Liz DeFreitas
100F Melbourne Park Circle
Charlottesville, VA 22901

I hope to see you there!

Warm Regards,

Liz DeFreitas
Mistletoe Market 2010 Committee Chair

Mistletoe Market 2010 - Merchant Application

Completed Application must be received with payment in full **by October 1, 2010**. Completed applications received with payment in full **by August 1, 2010** will receive the \$25 early bird discount.

Business Name: _____

Contact Name: _____

Primary Address: _____
First Name Last Name

Street Address

City State/Province Zip/Postal Code

Primary Phone Number: _____ E-mail Address: _____

Website Address: _____

Have you previously been a merchant at JLC's Mistletoe Market: Yes, Years: _____ No

Are you a member of Junior League: Yes, League Name: _____ No

Description of Merchandise (type of products, product details, photographs, and / or brochures - *some form of pictures are required*):

Price Points of Merchandise: _____

Will you have merchandise available for the customers to take home the day of? Yes No

Would you like to donate an item as a raffle prize? Yes No

I would like to reserve the following at Mistletoe Market 2010 (check all appropriate boxes):

Select ONE Space Option (required):

- One 8'x8' space for \$175
- Two adjacent 8'x8' spaces for \$325

Select Additional Options (optional):

- 6' table(s) with white tablecloth;
 - \$40 per table; Number of tables _____ X \$40 = \$ _____
- Access to electricity (no fee, but due to limited availability we cannot guarantee access)
 - \$15 extension cord fee (optional); Number of extension cords X \$15 = \$ _____
- Boxed Lunch [\$24.95 per boxed lunch; includes soda or water, sandwich, fruit, chips, cookie]
 - Classic Turkey Club _____ Italian Sub _____ Vegetarian Wrap _____ X \$24.95 = \$ _____

Enclosed is my check made payable to the Junior League of Charlottesville for \$ _____

- I submitted my application and check in time for the \$25 early bird discount

Indicate your desired unloading and loading times (1 being the most desired time and 5 being the least desired time):*

Unloading Time Slots:

8AM _____ 8:15AM _____ 8:30AM _____ 8:45AM _____ 9AM _____

Loading Time Slots:

6:15PM _____ 6:30PM _____ 6:45PM _____ 7PM _____ 7:15PM _____

*The Mistletoe Market Committee will try our best to accommodate your preferences

I (we) the applicant(s), do expressly release the Junior League of Charlottesville, of and from any and all liability for any damage, injury, or loss to any person or good which may arise from the rental of said space by the exhibitor and agree to hold and save the Junior League of Charlottesville harmless of any damage by reason thereof. I (we) also permit the usage of my website, contact information, and pictures to be used for marketing the event and sharing with other Junior Leagues. I also understand that if I (we) am **not** set up by the event opening time and / or begin to breakdown prior to the end of the event I(we) may not be allowed to participate on the day of the event and I(we) will not be invited back. If I cancel 14 days in advance of the event, I understand that I will forfeit my space rental fee. In addition, I have read and understand and agree to all of the terms and conditions contained in the informational sheet and Merchant Application.

By signing below, I certify that the information provided above is true and correct.

Signature

Date

Month / Day / Year

Title

Mail completed application and payment to:

Junior League of Charlottesville
c/o Liz DeFreitas
100F Melbourne Park Circle
Charlottesville, VA 22901

For Processing Only

Business Name: _____

Date Application Received: _____

Contact Name: _____

Eligible for Early Bird Discount: Yes No

Application Complete: Yes No, why: _____

Check Enclosed: Yes No Check Amount: \$ _____ Name on Check: _____

Space Information: 1 8x8' space 2 8x8' spaces Tables: ____ Electricity Extension Cords: ____

Lunch: Yes No; ____ Classic Turkey Club ____ Italian Sub ____ Vegetarian Wrap

Product Type:

Accessories Artwork Children Clothing Food / Drinks Gifts Holiday

Home Interiors Jewelry Pets Photographs Specialty Stationary

Other: _____

Application Status: Review _____ Approved _____

Waitlisted

Rejected