On behalf of the Junior League of Charlottesville, we invite you to apply to the 17th annual Mistletoe Market on **November 8, 2020.** JLC Mistletoe Market is a holiday gift market featuring artisans, craft makers, and vendors from Charlottesville and the surrounding area. Our vendors offer holiday shoppers a great selection of clothing, jewelry, gifts, toys, gourmet foods, home furnishings, and more.

We’re looking forward to welcoming back past merchants as well as opening our doors to new ones. We’re pleased about the new location, too – Fry’s Spring Beach Club is located near local traffic within the city of Charlottesville, with excellent accessibility.

This year we are also excited to be hosting a two-day virtual Mistletoe Market leading up to our November 8th event! We want neighbors from all over to be able to participate.

Proceeds raised from Mistletoe Market support the Junior League of Charlottesville and the work we do. 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. This year we hope to extend our reach, and your participation in Mistletoe Market helps ensure our continued service in our community.

The enclosed packet covers the application process, fees, logistics, and other important information. Should you have questions after reviewing this packet, please reach out via e-mail to the address below. We look forward to a spectacular Mistletoe Market. Hope to see you there!

Warm regards,

Allison Kiser

2020 JLC Mistletoe Market Chair

Vendor@jlcville.org

**EVENT INFORMATION**

**Note: In the event that we need to cancel the physical market due to the coronavirus pandemic, we will have a plan in place to move to a completely virtual event. We will keep our vendors updated.**

**Dates**

Early Bird Deadline: August 31, 2020

Application Deadline & Last Date for Changes: October 8, 2020

Virtual Shopping Experience: November 6-7, 2020

Event: November 8, 2020

**Location**

2512 Jefferson Park Avenue

Charlottesville, VA 22903

**Tentative Event Schedule**

6:00am-7:45am: Merchant Set-Up

8:00am: Pre Shopping experience

10:00am: Doors open to the public

4:00pm: Doors Closed/ Merchant Break-Down

**Early Bird Application**

This year we are excited to announce we are offering early bird application discounts! Merchants who apply **before August 31st** will receive discounts on all booths and additions.

**Booth Details**

Booths are available in 8’ x 8’ or 8’ x 16’ floor space. Structures, displays, and products must not go beyond the defined dimensions. A table and chairs or electricity may be added to booths for additional cost. Access to a secure wireless network will be provided at no additional cost to vendors.

Early bird Regular Prices

8’ x 8’ booth $255 $275

8’ x 16’ double booth $465 $485

Electricity $25 $35

6’ table and chair $55 $65

**Merchant Assistance**

Our JLC members will be on hand to help you set up/tear down and showcase your merchandise. They will also assist in manning your booth for short periods of time, should you need to step away from it.

**Virtual Shopping Experience**

Our virtual shopping experience will be held on November 6th and 7th. Vendors who choose this option will provide all information below, aside from the booth options. You must have a pre-existing website or online shop. To be able to participate in the virtual experience, vendors will sign this contract agreeing to **donate 10%** of their proceeds from the virtual shopping experience to the Junior League of Charlottesville. Merchants will be able to keep track of who is shopping in support of Mistletoe Market through the shopper’s code JLCMTM. Our vendors are able to and encouraged to participate in both options!

We will be creating a page where our shoppers can access the virtual event and find links to the participating vendors’ webpages. The JLC will be marketing the event within our membership and our community.

**TERMS & CONDITIONS**

• For your vendor application to be considered, you must submit the following: completed application, one image of booth setup, and three images of products (may be e-mailed), as well as payment.

• The number of similar vendors will be limited. Please give the best possible description and photos of your wares/services to help us make those determinations.

• Booth assignments are made by the committee. Merchants are selected with the goal of obtaining the best combination of goods and services appealing to a broad spectrum of shoppers.

• Confirmations/rejections will be sent to vendors via e-mail. Please make sure the e-mail address listed on the application is accurate.

• Vendors who have been accepted will receive a detailed Merchant Information Packet via e-mail.

• All participating vendors will be given a “Merchant Spotlight” on the Mistletoe Market social media as well as listed on the event page on JLCville.org and Shopper’s Guide at the event. We ask that you reciprocate by sharing the event with your customer base.

• Cancellations must be made in writing by October 8, 2020. Refunds will be made within 30 days of cancellation. Please note that refunds for payments made via Paypal will incur a $25 processing fee. Missing the cancellation deadline will result in forfeiture of fees.

• Note tables, chairs, and electricity needed on application.

• Any change to your request must be made by October 8, 2020.

• Merchants who have requested electricity are allowed one 110-volt plug-in.

• Vendor passes are required to enter the venue before doors open and after doors close.

• Set up begins at 6 a.m. You may use the front entrance to unload. A team of JLC members will be available to help transport your belongings to your space.

• All spaces will be marked and labeled. All vendors must be present by 7:30 a.m. Unclaimed spaces will be absorbed at this time - this will result in forfeiture of fees and exclusion from future events. Booths must be ready for shoppers by 7:45 a.m.

• Displays must be professional in appearance and safe in structure. All tables are to be covered to the floor; vendors must provide tablecloths for their booths and rented tables. All storage and supplies must be out of sight.

• Structures, displays, and products must not go beyond the defined dimensions. All products must fit ON the table.

• Merchants will maintain a staffed, clean, and orderly booth. Should you need to step away (e.g., a bathroom break), feel free to ask event staff (wearing a red apron) to watch your booth in your absence.

• Tear down will begin immediately after market closing at 4 p.m. Tear down before this time will result in exclusion from future events.

• Merchants will leave their booth space clean upon departure. Failure to do so will result in exclusion from future events.

**MERCHANT APPLICATION**

Contact Person:

Name of Business:

Phone: ( )

E-mail:

Mailing Address:

City/State/Zip:

Website:

Facebook Page:

Have you previously been a vendor at Mistletoe Market?

* No
* Yes – If yes, what year(s)? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Are you a member of the Junior League?

* No
* Yes – If yes, which league? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Category** – *Check ONE category that best fits your entry.*

* Food/Drinks
* Holiday/Seasonal
* Home Interiors
* Jewelry
* Pets
* Clothing
* Gifts
* Photography/Art
* Stationary
* Men’s Clothing/Gifts
* Children’s Clothing/Gifts
* Specialty Women’s Clothing/Accessories

**Description of Goods** – *Please be as detailed as possible.*

**Price Point $\_\_\_\_\_ to $\_\_\_\_\_**

**I want to be a vendor for:**

* Mistletoe Market hosted at Fry’s Spring Beach Club
* Virtual Shopping Experience
* Both

If you attend Mistletoe Market at Fry’s Spring Beach Club, will you have merchandise for shoppers to take home that day?

* Yes
* No

**Select Booth Size**

* Double Booth **$485 ($465 Early bird)**

*includes 8’x16’ floor space and two vendor passes*

* Standard Booth **$275 ($255 Early bird)**

*includes 8’x8’ floor space and one vendor pass*

**Add-Ons**

* Table (8’ long) and chair – **$65** **each ($55 Early bird)**
* Electricity – **$35 ($25 Early bird)**
* Extra Vendor Pass – **$5** each

**Total $** \_\_\_\_\_\_\_\_\_\_\_

**\*Note: If applying before the Early Bird deadline, please make a note of that and apply it to your total.**

**TO SUBMIT YOUR APPLICATION**

E-mail vendors@jlcville.org:

* One image of your booth setup (for November 8th event)
* Three images of your wares
* Completed application

Then:

* Submit payment online at <https://www.paypal.me/jlcville> or mail checks to: Treasurer, JLC, 2114 Angus road, Suite 235, Charlottesville, VA 22901 with MTM and your business name in the memo. Please note that refunds for payments made via Paypal will incur a $25 processing fee.

**PAYMENT**

Please submit your secure payment for the total amount due to https://www.paypal.me/jlcville or mail checks to: Treasurer, JLC, 2114 Angus road, Suite 235, Charlottesville, VA 22901, to complete your application. Make sure to note MTM and the name of your business in the comments section at checkout or in the memo of your check. *If you are not selected as a merchant, your payment will be refunded. Please note that refunds for payments made via Paypal will incur a $25 processing fee.*

I (we) the applicant(s), do expressly release the Junior League of Charlottesville and Fry’s Spring Beach Club, of and from any and all liability for any damage, injury, or less 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 have read and understand and agree to all of the terms and conditions contained in the Merchant Application Packet. I understand that this is an application only and is not a contract or an offer of a contract.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_