

**Q: Where and when will the Junior League of Charlottesville's Mistletoe Market be held this year?**

A: The Junior League of Charlottesville is proud to announce the 17th annual Mistletoe Market will be held virtually Friday November 6<sup>th</sup> through Sunday, November 8<sup>th</sup>, 2020.

**Q: Where do the proceeds of the market go?**

A: The money raised from Mistletoe Market supports the Junior League of Charlottesville's mission to serve our community. 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. Last year, we were able to partner with the Boys and Girls Club, the Ronald McDonald House, Wild Rock, and a number of other organizations in Charlottesville and the surrounding area. This year, we hope to expand our reach.

**Q: What do I need to submit with my application in order to be considered for participation?**

A: For your vendor application to be considered, you must submit the following to Mistletoe@JLCville.org: Completed application and 3 images of products, and description of the product you sell. We also need the link to your website and any social platforms you use.

**Q: What is the deadline for application submission?**

A: The final application deadline is Thursday, October 8, 2020. Please note the number of alike vendors will be limited.

**Q: What is the virtual MTM experience?**

A: Our virtual shopping experience will be held on November 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup>. Vendors who choose to participate will need to provide all information we've asked for. 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.

We will be creating a page where our shoppers can access the virtual event and find links to the participating vendors' webpages. Vendors will get early access to see the website to make suggestions on changes. The JLC will be marketing the event within our membership and our community. Vendors are highly encouraged to promote the virtual shopping event on all forms of social media.

**Q: When is the money from vendors due?**

A: The money that vendors raise during the shopping weekend will be due to the Junior League of Charlottesville either by check or paypal no later than November 13<sup>th</sup>, 2020.