



On behalf of the Junior League of Charlottesville, we invite you to apply to the 16th annual Mistletoe Market on **November 23 & 24, 2019**. New this year, we are extending the event to be a two-day experience! The JLC Mistletoe Market is a holiday gift mart 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 excited to host the event at Charlottesville Fashion Square this year and look forward to welcoming back previous merchants as well as opening our doors to new ones. We're excited about the location too—Charlottesville Fashion Square offers the most central shopping location in Albemarle County and excellent accessibility with two vehicle entrances on US29, two vehicle entrances on Rio Road, and one vehicle entrance from Hillsdale Road. It is an established holiday shopping destination with a broad appeal for shoppers who are already at the center and in a “holiday shopping” mindset.

Proceeds raised from 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. 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,

Ariel Monismith
2019 JLC Mistletoe Market Chair
Mistletoe@jlcville.org



EVENT INFORMATION

Dates

Application Deadline & Last Date for Changes: **October 4**

Event: November 23 & 24

Location

Charlottesville Fashion Square
1600 Rio Rd. E, Charlottesville, VA 22901

Tentative Event Schedule

7:00am-9:45am: Merchant Set-Up

10:00am: Doors Open

4:00pm: Doors Close/Tear Down

Booth Details

Booths are available in 10' x 10' or 10' x 20' 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 an unsecure wireless network will be provided at no additional cost to vendors

10' x10' booth	\$275
10' x 20' double booth	\$485
Electricity	\$25
8' table and chair	\$55

Merchant Assistance

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



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 alike 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.
- Many participating vendors will be given a “Merchant Spotlight” on the Mistletoe Market Facebook page as well as listed on the event page on JLCville.org and Shopper’s Guide at the event. We ask that if you are featured, that you reciprocate by sharing the event with your customer base.
- Cancellations must be made in writing by the deadline outlined above. Refunds will be made within 30 days of cancellation. 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 the deadlines outlined above.
- 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 7 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 8:30 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 9:45 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 own and rented tables. All storage and supplies must be out of sight.
- Structures, displays, and products must not go beyond the defined dimensions. This is particularly important for Junior Booths - 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 years? _____

Are you a member of the Junior League?

- No
 Yes – If yes, which league? _____

Category – Circle 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 \$ _____



Will you have merchandise for shoppers to take home that day?

- Yes
 No

Select Booth Size

- Double Booth **\$485**
includes 10'x20' floor space and two vendor passes
- Standard Booth **\$275**
includes 10'x10' floor space and one vendor pass

Add-Ons

- Table (8' long) and chair – **\$55** each x
- Electricity – **\$25**
- Extra Vendor Pass – **\$5** each x

Total \$ _____

TO SUBMIT YOUR APPLICATION

E-mail mistletoe@jlcville.org:

- One image of your booth setup
 Three images of your wares
 Completed application

Then:

- Submit payment online at <https://www.paypal.me/jlcville>



PAYMENT

Please submit your secure payment for the total amount due to <https://www.paypal.me/jlcville> to complete your application. Make sure to note the name of your business in the comments section at checkout. *If you are not selected as a merchant, your payment will be refunded.*

I (we) the applicant(s), do expressly release the Junior League of Charlottesville and Charlottesville Fashion Square, 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 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: _____