



Dear Prospective Merchant,

On behalf of the Junior League of Washington, we would like to extend an invitation to you to apply to the 60th annual Holiday Shops over the weekend of **November 22-24, 2019**.

The longest-running Junior League of Washington fundraiser is **designed to showcase you**—our merchants—throughout three days of shopping and special events with a Friday night Grand Opening Party. This year will be our final Holiday Shops event, and we know that this year's show will be a lively experience that will increase your exposure in the Washington area.

Three years ago, we moved our event to **Dock5 at Union Market** and had huge success in growing attendance and sales. Union Market is part of a bustling artisanal collective in one of Washington, DC's up-and-coming vibrant neighborhoods. The space provides 12,000 square feet, 22' high ceilings, and access to an extended outside dock. We are excited to offer merchants this space because it provides the ideal blend of location and amenities that attracts **thousands of shoppers** who appreciate the quality for which Holiday Shops is known. Hosting this event the weekend before Thanksgiving maximizes early holiday sales with the opportunity to promote both Thanksgiving and holiday merchandise for our shoppers.

At its core, the Junior League of Washington's Holiday Shops is a fundraiser that supports our work in the community and **our focus on literacy** in the greater Washington metropolitan area. We provide trained volunteers to more than 20 community partners (in excess of 15,000 hours each year); have purchased and distributed more than 115,000 new and age-appropriate books to children in the Washington, DC, area; and provide targeted grants and scholarships that increase the impact of community organizations and support the next generation of civic leaders. Your participation in Holiday Shops helps us achieve our goals and service in the community.

Please find enclosed the **Merchant Fact Sheet**, which contains information about the application process, participation fees, weekend logistics, and other useful information about our show. We hope you consider applying to be a merchant at the 60th annual Holiday Shops presented by the Junior League of Washington.

If you have any questions, please do not hesitate to contact us. We look forward to speaking with you.

Warm regards,

Berrett Stradford Branaman
Carolyn Walser
Co-Chairs
2019 Holiday Shops
HolidayShops-Info@jlw.org

Sara Ruvic
Charlene Ballard
Merchant Co-Chairs
2018 Holiday Shops
HolidayShops-Merchants@jlw.org



Holiday Shops

MERCHANT FACT SHEET

DATES November 22-24, 2019

LOCATION Dock5 at Union Market
1309 5th Street NE
Washington, DC 20002



ABOUT THE SHOW

Holiday Shops is the major annual winter fundraiser of the Junior League of Washington (JLW). Now in its 60th year, the three-day event hosts merchants with unique and exciting merchandise and attracts thousands of shoppers.

JLW’s Holiday Shops is a fundraiser that supports work in the community and a focus on literacy in the greater Washington metropolitan area. Proceeds from Holiday Shops provide financial support for the JLW’s mission: promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers.

MERCHANT ASSISTANCE

Holiday Shops attracts thousands of shoppers each year—including hundreds of Junior League members, their friends and family, local leaders, and the general public. Participating in Holiday Shops provides you an opportunity to showcase and sell your unique merchandise while connecting your brand to efforts to improve our community.

You will have the benefit of more than 400 JLW volunteers to help you set up/take down, run your booth, and showcase your merchandise all weekend. JLW will also promote and publicize you and your merchandise as part of our extensive marketing campaign on social media, in JLW internal and external communications, and other avenues. We will provide a media kit to help you promote the event to your followers maximizing exposure.

TENTATIVE SCHEDULE

(subject to change)

Friday, November 22	8:00 a.m. – 5:00 p.m. 6:00 p.m. – 10:00 p.m.	Merchant Move-In Grand Opening Party
Saturday, November 23	10:00 a.m. – 6:00 p.m.	General Shopping
Sunday, November 24	10:00 a.m. – 5:00 p.m. 5:00 p.m. – 8:00 p.m.	General Shopping Merchant Move-Out



Holiday Shops

BOOTH INFORMATION

BOOTH SIZES

Booth sizes in the main shopping area are available in increments of 6' x 6' and 8' x 10'. Multiple increments can be purchased, based on availability.

6' x 6' booth includes one 6' x 30" table with linen, chair, and trash can
 8' x 10' booth includes two 6' x 30" tables with linens, chair, and trash can

Booth fees vary based on their size and location as Dock5 features one large room with "prime" booth spaces.

Additionally, we are offering a limited number of Saturday or Sunday only "pop up" booths for merchants who cannot attend the entire weekend.

BOOTH DETAILS

Booth Size

Booth Cost

6' x 6' Pop Up (Saturday or Sunday)

\$150

6' x 6' Booth

\$400

8' x 10' Booth

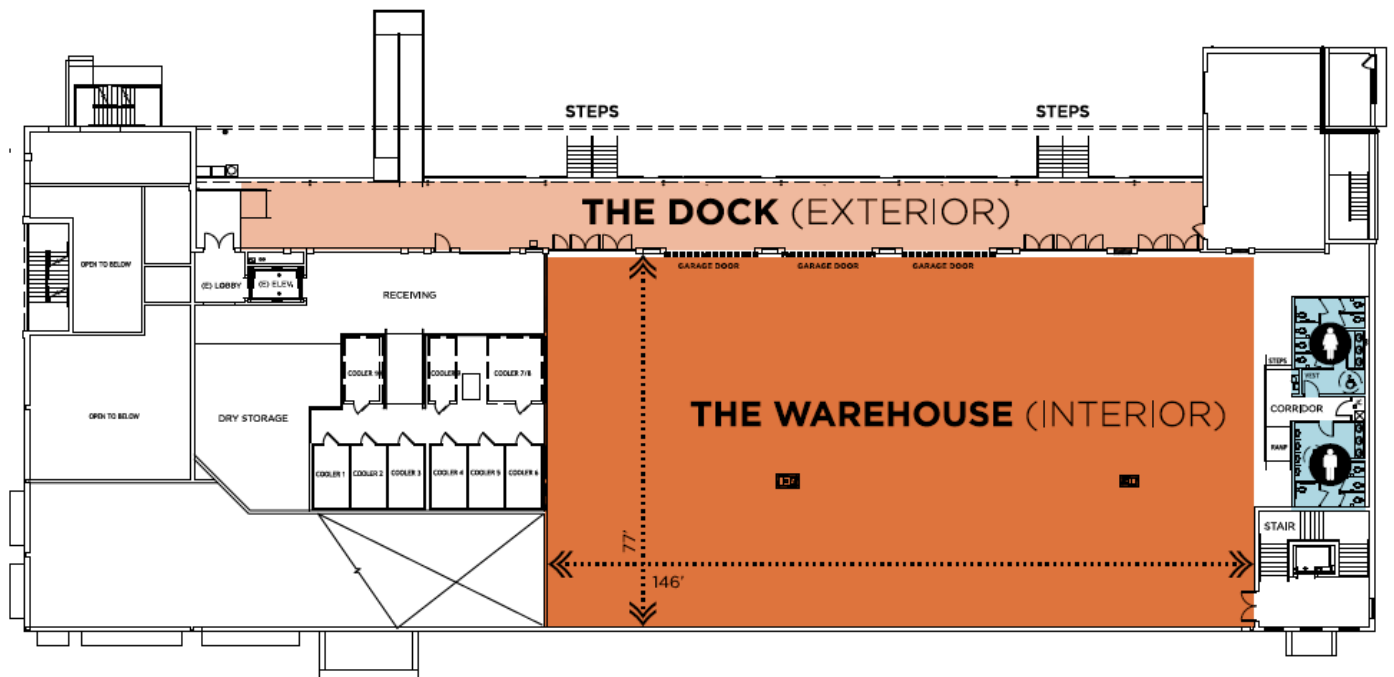
\$750

8' x 10' Prime Booth

\$900

Additional tables and larger booth sizes are available. Please inquire for pricing.

MAP OF VENUE





Holiday Shops

APPLICATION & CONTRACT

COMMISSION

JLW charges a 15% sales commission (excluding tax) on all sales.

THE APPLICATION

Please visit our website, www.jlw.org/hsmerchants, to set up a merchant profile. Once you have created a merchant profile, please sign in with the username and password used to create your merchant profile and to fill out an application.

If you have been a merchant with the Junior League of Washington in the past, you do not need to set up a new profile. You can sign in directly with your established username and password. If you do not remember your username or password, please contact Katy Longworth at katy@jlw.org.

THE REVIEW PROCESS

As part of the application, you will be asked to include a website, social media handles, and descriptions of your merchandise. We will review that information once it is submitted. We strive to develop partnerships with each of our merchants and our review process helps give you, as an interested merchant, the confidence that JLW members and attendees would be interested in your products.

Submission of an application does not guarantee acceptance. Once we have reviewed your complete application, we will reply and let you know if you have been accepted as a merchant to Holiday Shops.

THE CONTRACT

If selected, all merchants must return a booth reservation form with a 50% deposit to tentatively reserve booth space. To guarantee booth space, all merchants must return the booth reservation form, signed contract, and be paid in full by the deadline dates as set forth in your contract. Failure to submit deposits and contracts in a timely manner will result in the withdrawal of your invitation. Please note that all deposits and booth fees are non-refundable.

MARKETING

To promote Holiday Shops, JLW utilizes: traditional media, blogs, social media, mailings, advertising, and key partnerships. Our membership, which has supported Holiday Shops for more than five decades, is composed of more than 2,300 women who receive tickets to the show along with regular communications about the sale weekend. Union Market attracts thousands of locals and tourists every weekend making Holiday Shops a desirable market. Holiday Shops hosts a grand opening event, pet photos with Santa, and a family day attracting a variety of shoppers.

We welcome the opportunity to market you and your merchandise directly to our audience. Please provide your high-resolution logo, Facebook, Instagram and Twitter handles (if applicable), and website. Our marketing team will reach out to you once you have signed a contract to discuss ideas and opportunities.