

May 12th, 2009



Dear Prospective Holly Fair Merchant,

The Junior Service League of Panama City proudly announces the **22nd Annual Holly Fair, "Sugar, Spice & Everything Nice," November 11- 14, 2010**. The Boardwalk Beach Resort and Conference Center on Panama City Beach will once again be the location for our event. Holly Fair is an indoor marketplace where local residents and visitors throughout the southeast come to kick off the holiday shopping season each year. For 21 years Holly Fair has served as our organization's primary fundraising event. All Holly Fair proceeds benefit the community service projects funded by the Junior Service League.

Enclosed please find:

- 2010 Holly Fair Merchant Information Sheet
- 2010 Holly Fair Application

To be considered for Holly Fair 2010, the following items MUST be postmarked by July 15, 2010:

- **Holly Fair 2010 Application (Deposits will not be accepted at this time.)**
- **Photographs of all merchandise**

Please submit completed application by mail or email to the address below:

Carla Dorsch

3528 Fox Run Blvd

Panama City Beach, FL 32408

carlaedorsch@gmail.com

A juried selection process ensures that our shopping event will host a variety of merchants from each category and thus maximizing your profits and making our event a premier shopping experience. If you are selected as a vendor, an invitation letter and contract packet will be mailed to you after the selection process. **PREVIOUS PARTICIPATION DOES NOT GUARANTEE YOU WILL BE INVITED TO PARTICIPATE.** If you are unable to participate this year, please forward your updated information so that we can keep you on our list for Holly Fair 2011!

Since 1951, our League has promoted volunteerism with a mission to improve our community. We strive to make Panama City a better place to live, work and visit by gifting all of our profits from Holly Fair to our local charitable and educational programs. For more information on the educational and charitable programs of the Junior Service League, please visit our website at www.jsl.panamacity.org.

Thank you so much for your interest in our event, please feel free to contact me for any additional information at the email address above. Due to the large volume of inquiries, **email communication is preferred**; however, if necessary, you may call 850-814-4470. We look forward to hearing from you soon!

Sincerely,

Carla Dorsch

2010 Holly Fair Merchant Chair

Junior Service League of Panama City, Florida
HOLLY FAIR 2010
Merchant Information Sheet

Date: November 11-14, 2010
Location: Boardwalk Beach Resort
9450 South Thomas Drive, Panama City, FL 32408
850-234-3484 www.boardwalkbeachresort.com

Schedule: Wednesday, November 10 th	Merchant Check In: 5:00PM-8:00 PM
Thursday, November 11 th	Merchant Set Up: 8:00AM-4:00PM Merchant Dinner: 4:30PM-5:30PM Preview Party: 6:00PM-10:00PM
Friday, November 12 th	Brunch: 8:00AM-10:00AM OPEN TO PUBLIC: 10:30AM-8:00PM
Saturday, November 13 th	OPEN TO PUBLIC: 9:00AM-8:00PM OPEN TO PUBLIC: 11:00AM-4:00PM
Sunday, November 14 th	Merchant Breakdown: 4:00PM-9:00PM

Holly Fair Publicity

A Holly Fair Public Relations Committee creates high visibility for our event. All available media is utilized including radio, television, print, billboards, banners, direct mail, yard signs, posters, flyers and a presence on the internet. This shopping extravaganza is promoted throughout the region. Media coverage is excellent due to our media sponsors and partners that support Holly Fair.

Buyer Profile:

An average of 15,000 shoppers attended Holly Fair in 2009. Our event attracts middle to upper income shoppers from throughout the Panhandle and beyond.

Profits:

ALL proceeds from 2010 Holly Fair are 'given back' to the community via projects, grants, educational programs and more.

Event Assistance:

Trained volunteers who are members of the Junior Service League and its affiliates are available to serve as runners for change, drinks, and other tasks.

Merchant Fees:

We do NOT charge a commission on your sales! On your application, please circle your booth request. If selected, you will be notified and will receive a contract from the Junior Service League. This contract must be signed and returned along with the full booth rental amount by July 15th and by September 15th to participate.

***Booth set up and electricity are contracted by an outside vendor.**

***Telephone connection will be provided by The Boardwalk Beach Resort.**

You will be contacted by these entities approximately one month before the event.

Insurance:

You will be required to provide proof of insurance prior to the event.

Merchant Badges:

You will be given a badge when you check in which will identify you as a merchant. This must be worn at all times for security purposes.

Auction Item:

At Preview Party each year, there are both silent and live auctions. All merchants are required to donate an auction item worth \$100 or more. This is a part of your contract with Junior Service League and enhances our fundraising efforts. The auction is an integral part of Preview Party and will expose your business to all of the attendees and can serve as a 'sample' of the wonderful goods that shoppers will find in your booth over the weekend!! You may NOT check in without delivery of this item.

If you choose not to provide an auction item, please note the price change for booth space.

If you would like to make arrangements to send the item in advance, please contact Carla Dorsch at carlaedorsch@gmail.com or 850-814-4470. We could possibly use your item for promotional purposes!!

Merchant Dinner:

Prior to Preview Party On Thursday, November 11, a light dinner will be served to merchants from 4:30-5:30PM. Meal tickets will be given to merchants at check in and will be required to attend the dinner. **Please refer to the 'Holly Fair 2010 Application' for the number of meal tickets included with each booth.**