

Wilbraham United Church

2021 Holly Fair

Dear Prospective Vendor:

The Holly Fair is back for 2021!!

You have been invited to apply for participation in the 2021 Wilbraham United Church Holly Fair. This year's fair will take place on December 11, 2021 between 9am and 3pm. You are receiving this letter because you have previously inquired about participation or participated in a previous year.

A little about our fair. We are a church fair run solely by volunteers. Profits from the fair are utilized to support various community missions. We are limited to only 80 spaces for our vendors. Therefore, in order to have a well-balanced fair, we only accept a few exhibitors from each craft category including jewelry, pottery, painting, holiday decor, weaving, photography and pet related items (to name a few).

The large crowd our fair attracts provides great exposure for your business. The 2019 Holly Fair brought in an estimated 1,200+ shoppers. Please see our Facebook page for more info on the 2018 and 2019 fairs.

We offer extensive advertising in local and regional newspapers, TV and social media platforms. Signs and flyers are prominently displayed throughout Wilbraham and neighboring communities. We also encourage our vendors to assist in advertising if they are participating in other regional craft fairs.

APPLICATION AND SELECTION PROCESS: This is a juried fair which allows us to be able to provide a variety of wares including handmade and high-quality commercial items.

- Juried means your application has to go through a process which involves EMAILING photos of your work and your set up for review by the selection committee.

ALL applications are separated by categories and then the provided pictures of set-up and items are viewed by the committee. Selection is based on:

- Originality & creativity
- Marketability: specifically in Wilbraham and neighboring towns
- General appeal and quality of craft
- Display: flexibility in size and set up
- Fully completed application form including check received
- Ability for easy email communications

Once final selections are made, we mix and match and coordinate vendors to ensure that there are no two of a kind in one room.

This strategy keeps shoppers interested in moving throughout the entire 3 floors of display.

Each applicant is contacted via email by early November.

- **If Accepted:** you will receive an “Invitation to Participate” email. You must reply to confirm you are still interested and available on the fair date.
- **If NOT Accepted:** you will receive a notification via email and asked if you would like to be on our waiting list. As vendors do cancel, we utilize the waitlist to fill spots right up to the last moment.

Our FEE includes a lot of TLC!

At the Holly Fair, you are not just renting a spot, you are purchasing:

- Advertisement in local newspapers, TV and on social media
- Personal assistance from our “Lug Nuts” team to help you unload your vehicle and deliver items to your space during set up and again at the end of the fair
- Valet parking before and after the fair
- Free coffee!
- Smiling faces from our church volunteers to help you all day

With all of the personal support and care each vendor receives as well as our well-established community following at our Holly Fair, the application fee is worth every penny.

Kindness and consideration are very important to us.
Because this event is a labor of love, respect is paramount.
We look forward to working with you!
Thank you for applying to the Holly Fair.

We look forward to receiving your application by the October 1st deadline.

Sincerely,
The Holly Fair Committee

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