



# **HOLIDAY MISCHIEF, LLC**

A DBA of Coffey and Company, LLC,

Greetings!

What a year we've all had! I missed seeing everyone last year for our craft fair. It is time to try again and plan our 11<sup>th</sup> (13<sup>th</sup>) Annual Holiday Mischief Craft Fair at Canton High School! Fingers crossed that Covid takes a hiatus, as I miss PEOPLE! 😊

I would like to invite you to join us this year. Customers have come to look forward to our fair each year and to be able to meet our vendors and see the new products that have been created.

This year brings about some changes for the fair, with the hopes to broaden our customer base. The Theme will be "Santa's Workshop". Each booth is asked to decorate as though they are part of "the workshop" and dress for the occasion. An elf hat, apron, or your interpretation. Each booth is to look professional but fun!

We will be opening an hour earlier, to try and encourage customers to come to our fair first, along with incentives for them. ie; shopping totes, prizes, etc.

The booths are now 8x10 to give a little more space and breathing room. 8 deep x 10 wide

\*Crafters are welcome to give me flyers, coupons, samples, to put in the totes, to encourage individual sales.

\* Tea Cup Auction – Crafters are encouraged to donate an item with business card - Proceeds go to local scholarships.

Advertising is extensive and my crafters have always been a huge help with getting the word out to their customers. I am always open to any new ideas to increase this. My goal is to get as many customers as possible in the building. It is up to you to get them into your booth.

I have a few other ideas up my sleeve. I will let you know as they are confirmed.

I hope that you will consider joining us this year.

Mischievously,

Tammie Coffey, Head Elf

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Statistics: Average attendance: 1500

Average # Booths: 75-100 (we've had up to 150 in the past)