

# Nutcracker Festival 2017

## Downtown Westport Boutique Vendor: pop up store!

*table sales - meet new clients - showcase your store - media publicity*

With the support of Christ & Holy Trinity Church(CHC) and the Westport Downtown Merchants Association(DMA), Connecticut Theater Dance(CTD) will be hosting a two-day holiday event: Nutcracker Festival 2017 to raise scholarships for ENCORE Youth Company, non-profit, serving children throughout Fairfield County.



- December 15th & 16th
- Family events: horse & carriage rides, sidewalk hot chocolate, Santa & Sugar Plum Fairy, strolling carolers, free community entertainment, valet parking & shopping!
- Nutcracker Tea Parties with ballet performances, family-friendly Nutcracker Storybook reading and Land of the Sweets performances
- Nutcracker Scavenger Hunt: shoppers and families will gather stamps as the “shop” their way through downtown to redeem their free GIFT at the SnowFlake Boutique.

## WHAT DOES ALL THAT ACTIVITY MEAN FOR YOU? **New clients and SHOPPING!**

All the activities start and/or lead families to Branson Hall in CHC, where we will have a shopping area, “SnowFlake Boutique,” with select vendors showcasing their items & services for sale.

### BENEFITS to your STORE:

- Exposure to downtown Westport holiday shoppers
- Receive 1 FREE child’s ticket, *with adult purchase*, to Saturday’s tea party & Land of the Sweets performance. (*One per vendor, non-transferable & advance reservation*)
- Build customer loyalty by participating in this fun, family-friendly, holiday event!
- Open for Sales 10am-5pm
- Identified in printed materials & on scavenger hunt map
- Identified on the NutcrackerFestival.com website
- All scavenger hunt guest will be directed to Branson Hall for their gift, for added “traffic”
- All tea party guests (2 seatings of 150 guests) will walk THROUGH SnowFlake Boutique!
- Featured posts on participating Facebook pages

### Store AGREES to:

- \$150 participation fee (6’ table & 2 chairs)
- Hand out/make available “scavenger hunt cards” (also available online to download) for two weeks prior to the event
- Display 8.5x11 acrylic photo frame with event info for two weeks before event and/or cross-promote on social media
- Set up Saturday AM, Dec 16: 8:30-9:30am
- Be ready for SALES at 9:30
- Clean-up by 6pm

### Benefit to GUESTS

- Encourages positive family interaction with local friends, stores and businesses
- Family activity where parents can shop while children can visit Santa & SugarPlum
- Traditional shopping experience with personalized attention

The Nutcracker Festival will be a memorable and special experience for families, shoppers and the community! We look forward to your participation in this fun, holiday shopping event!

**Please fill out the attached form and return it with the participation fee by November 3.**

Cheers!

*Michelle Sperry* - Director, ENCORE Youth Company

# SnowFlake Boutique Vendor Commitment, Invoice & Donation-in-kind

Please PRINT the following exactly as you wish it to appear in media materials.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Contact: \_\_\_\_\_

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

**Thank you for supporting the 2017 Nutcracker Festival & participating in the SnowFlake Boutique**

## **SnowFlake Boutique Vendor Participation: \$150.00**

- \$150 participation fee (6' table & 2 chairs)
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## **Donation-in-kind for silent auction: (\$\_\_\_\_\_) approximate value**

*Please drop off items/gift certificates Dec 4- Dec 8 (15 Ketchum Street, Westport) or arrange for pick-up*

Description of donation (item(s) - service(s) - expiration date): \_\_\_\_\_

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**Vendor Payment Enclosed \$150.00 Date \_\_\_\_\_**

Payable to: ENCORE Youth Company, 15 Ketchum Street, Westport, CT 06880, Tax deductible, 501(c)(3) organization

- Please direct all inquiries to: Michelle Sperry, producerCTD@gmail.com, 203-246-8496
- Logos and/or more donation-in-kind information should be e-mailed in full resolution to: EncoreYouthCompany@gmail.com

The above described are the opportunities available for sponsors to donate to the Nutcracker Festival. As a condition to participating in the Nutcracker Festival, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all claims for damages resulting from the cancellation of the event for any reason whatsoever. As a further condition of participation, the sponsor expressly releases ENCORE Youth Company and CT Theater Dance from all liabilities for any injury or loss resulting from cause incurred during the event.