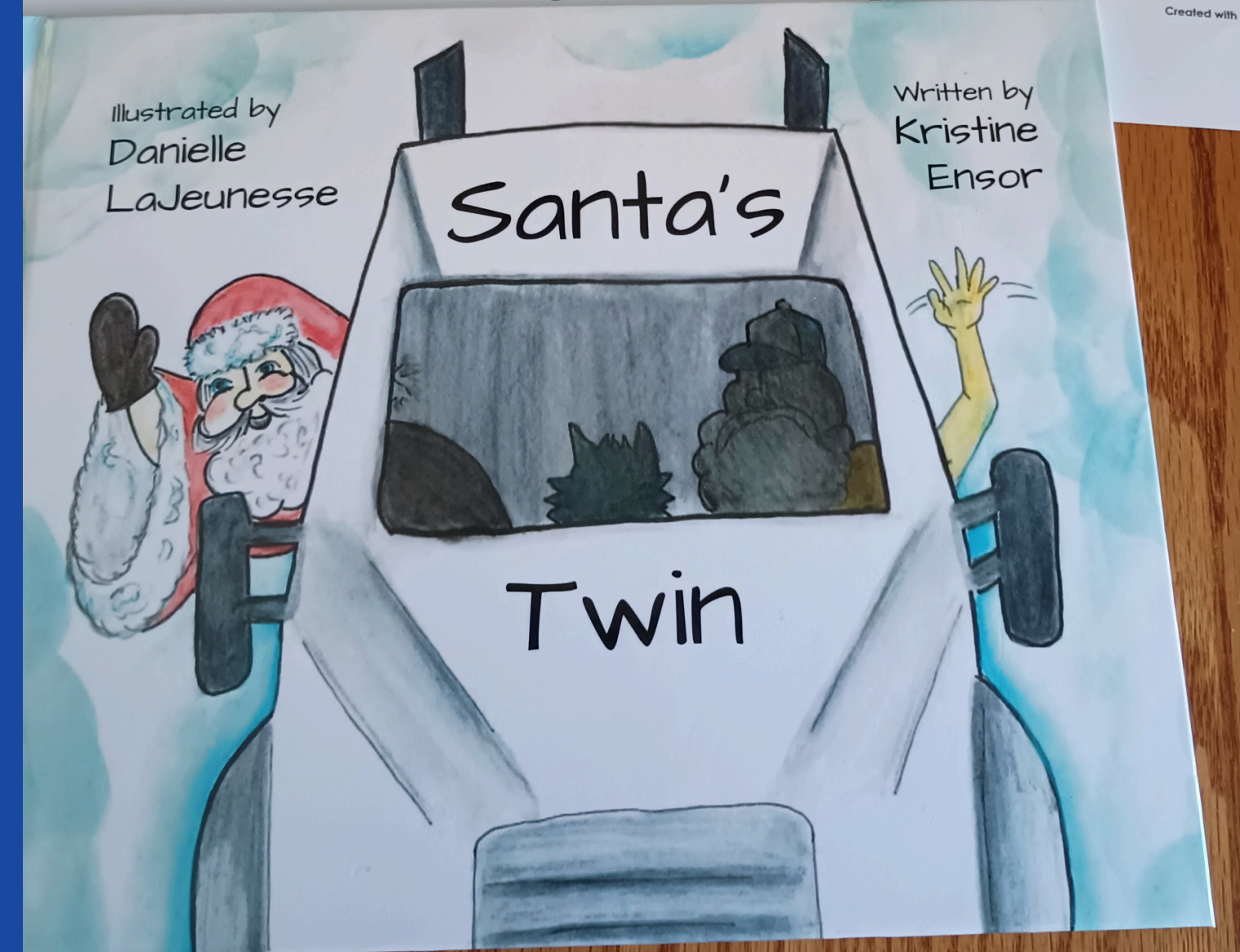


# VENDOR PROPOSAL FOR SANTA'S *TWIN* AT NATIONAL TRUCK STOPS

A Holiday Gift Designed for  
America's Traveling Families

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# INTRODUCTION

**Did you ever wonder how the elves get their supplies?**

**Well, there's a secret...Santa has a twin.**

This hand-painted picture book is an excellent gift for early readers, ages four to seven, and encourages kids to learn more about the world. Santa's twin brother, Henry, and his cat named Jim, travel to countries like Mexico, South Africa, Vietnam, the United States, and more to collect supplies for the elves so children don't get coal.

Children can follow Henry and Jim on their adventures using the Activity Book's world map and add to the magic with fun coloring pages at the back!

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# BEHIND THE BOOK

On my way to pick up my daughter from school, a peculiar sight caught my attention. A worn-out-logo-less semi-truck rumbled past and its driver looked strikingly familiar.

He had a twinkle in his eye, a genuine smile, and a white beard that reminded me of Santa Claus. But instead of a red suit, he wore an orange T-shirt and blue baseball cap. The contrast between the two “costumes” stuck with me... and Santa’s Twin was born.

My grandfather became a truck driver in his early 60s, and both of my grandparents spent their retirement exploring the US. Some of my favorite childhood memories are of the trips he took my sister and I on in his truck.

Truckers keep this country running, and in many ways, keep childhood magic alive. Santa’s Twin is a tribute to that spirit.





# PRODUCT OVERVIEW



## \* **Santa's Twin - Activity Book (Paperback)**

**Format:** 40-page paperback (11" x 8.5"), travel-friendly

- Includes full story of Santa's Twin with illustrations
- Plus: World map to follow Henry & Jim's journey
- Coloring pages, puzzles, games, and activities
- Designed for on-the-go entertainment
- Ages 4-7
- **Ideal for:** Road trips, truck rides, travel sections, activity/toy aisles

## \* **Santa's Twin - Hardcover Storybook**

**Format:** 32-page hardcover (11" x 8.5"), gift-quality

- Includes the full story of Santa's Twin
- Vibrant illustrations bring the characters to life
- Perfect as a holiday gift or bedtime read
- Ages 4-7
- **Ideal for:** In-store gift sections, stocking stuffers, or holiday endcaps



# WHY TRUCK STOPS?

- **High Holiday Travel = Seasonal Sales Surge**

Peak family road trips and long-haul routes mean more foot traffic and gift-buying opportunities.

- **Impulse-Buy Price Points**

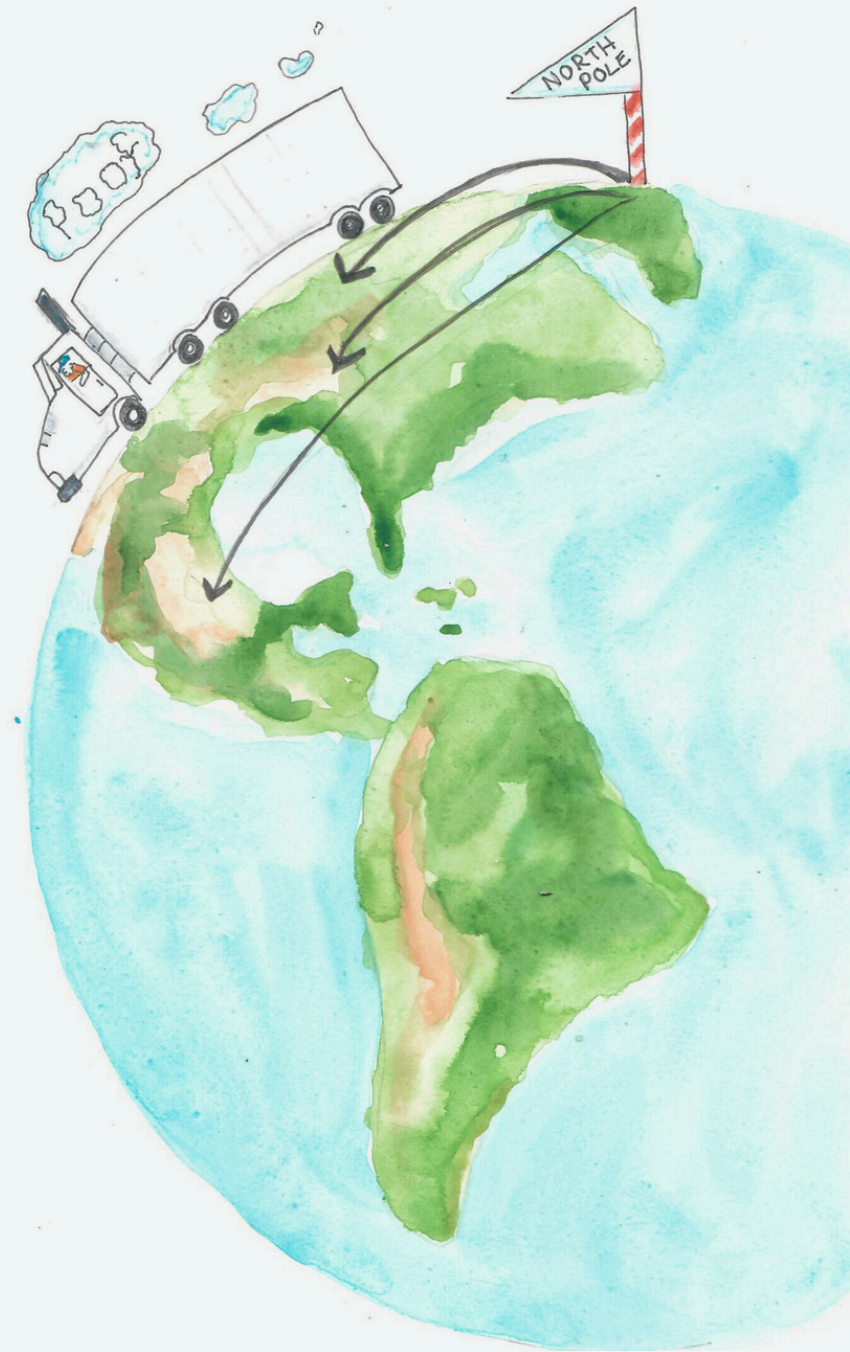
Affordable for families and solo travelers looking for quick gifts or entertainment.

- **Santa's Twin, Henry, is a Truck Driver**

The story directly celebrates the trucking lifestyle; creating an emotional and relatable connection for truckers and their families.

- **Built-In Relevance to Trucking Culture**

Kids and grandkids of truck drivers love seeing their parent or grandparent represented in a fun, heroic story.



- **Ideal Point-of-Sale Display Fit**

Compact display options for counters

- **Family-Focused Amenities Already in Place**

(Fast food, toy aisles, travel games — aligns well with kid-friendly sections)

- **Perfect for Holiday Gifting on the Go**

Travelers and truckers looking for thoughtful, last-minute stocking stuffers or keepsakes.

- **Entertainment Value for the Road**

Activity book offers quiet, screen-free engagement for children during long drives.

- **Exclusive Appeal to a Niche Audience**

Few children's books celebrate truckers. This book is a unique, standout product for your shelves.



# TARGET AUDIENCE

- Traveling families
- Truckers with children or grandchildren
- Holiday gift buyers (Q4 shoppers)
- Road trip entertainment seekers

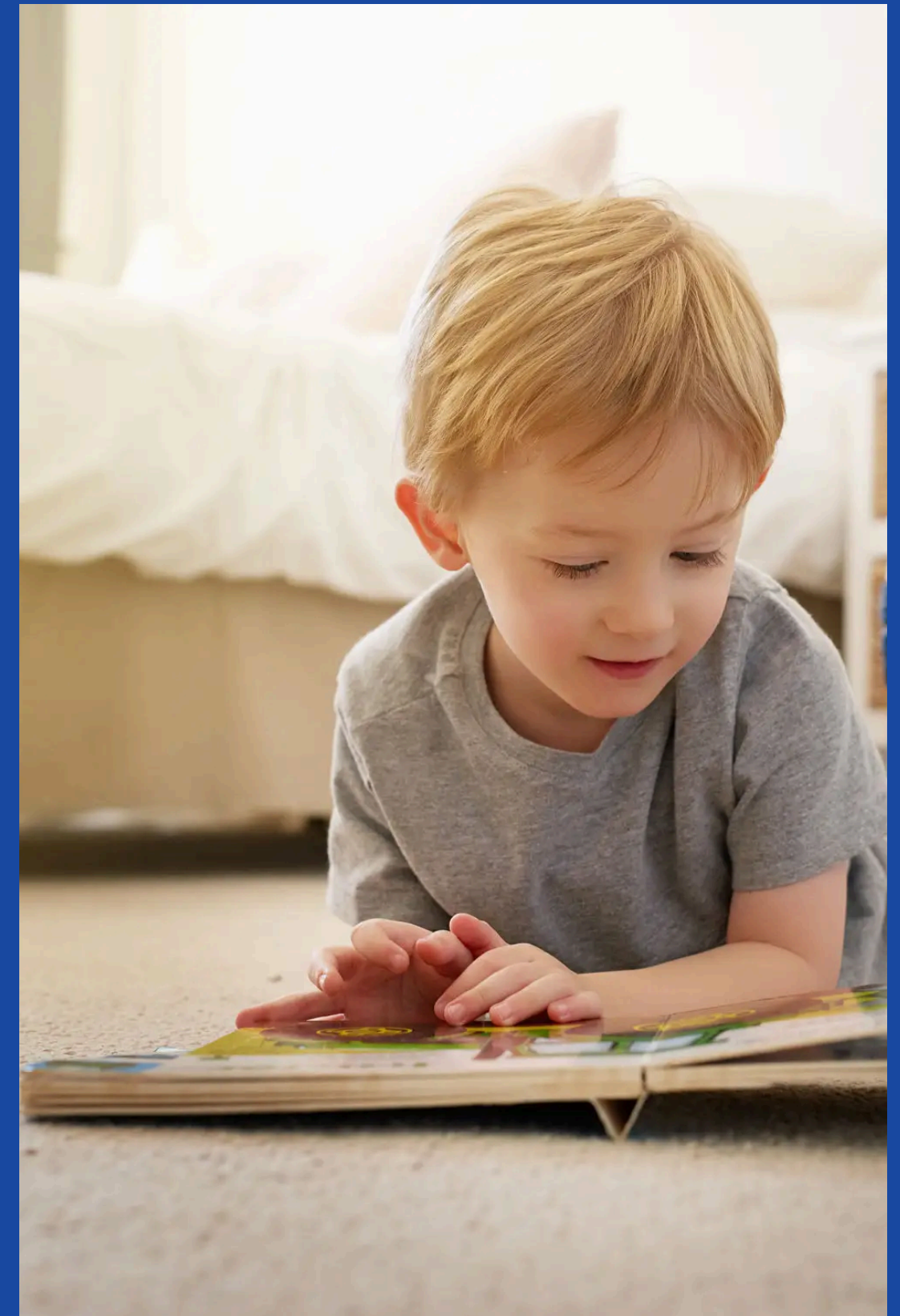
Over **119 million Americans** are expected to travel during the Christmas and New Year's holiday period in 2025

90% of holiday travelers will drive = over 100 million people on the road

**3.5 million truck drivers** in the US work through the Christmas season  
Whether its families looking for things to keep young children busy, or truckers looking for unique gifts for children or grandchildren, Santa's Twin is an excellent option for your store to bring festivity and adventure to customers.

## Retail Benefits:

- Seasonal Appeal: Holiday-themed = built-in urgency
- Small Footprint: Compact display stand option (counter or endcap)
- High Margin Product: Strong retail markup potential





# MARKETING SUPPORT

We're committed to driving traffic to your stores and supporting in-store sell-through, especially during the high-impact holiday season.

## Retail Partnership & Highlighting

- Store shoutouts and location features in content and posts
- Optional co-branded materials or signage available for displays

## National Press & Media Outreach

- Press releases distributed to national media outlets and parenting publications
- Promotion of your store's support of Santa's Twin as part of a "Celebrating Trucking Families" campaign
- Opportunities for regional coverage tied to your store locations

## Social Media Campaigns (September - December)

- Active YouTube and TikTok channels with engaging holiday-themed content featuring Santa's Twin
- Regularly scheduled posts, videos, and story time clips
- Launching a "Find Santa's Twin" challenge, encouraging viewers to visit your truck stop locations and share photos of the book in-store



# SALES & DISTRIBUTION

## **Flexible Distribution Options:**

- Available via direct distribution or through wholesale partners
- Ships to store or distribution center, depending on retailer preference

## **Suggested Retail Pricing:**

- Santa's Twin Paperback Activity Book – \$18.95 MSRP

## **Wholesale & Bulk Pricing Available:**

- Tiered pricing for bulk orders
- 40% wholesale prices through Ingramspark
- For orders of over 1,000 copies, contact the author for wholesale prices of 55% off

## **Shipping & Fulfillment:**

- Ships from: IngramSpark and distributors in the US
- Standard delivery: up to 7 business days
- Seasonal inventory planning available for Q4

## **Retail Support Materials:**

- Branded counter or endcap displays (optional)
- Holiday-themed signage included upon request





# DISPLAY & MERCHANDISING

- Photos or mockups of a branded counter or shelf display
- Holiday-themed signage (included)
- Compact footprint: fits next to kids' toys, snacks, impulse sections





# TESTIMONIALS & REVIEWS

## **Nellie M. – NetGalley**

"Santa's Twin is a brief story about what Santa's twin does. He might not deliver presents, but he is off delivering other necessities throughout the world. The illustrations and writing is very simple, but still enjoyed by my own kids, who have all sorts of theories about Santa at this point."

## **Stephanie J. – NetGalley**

"Cute story and illustrations! A simple easy read for kids."



## **Donna M. – Goodreads**

"I really liked the idea behind this book and it was a fun idea that Santa has a twin who really helps and supports Santa. The story was easy to read and follow and my daughter loved the idea behind Santa's Twin too."

## **Amazon Customer**

"A new Christmas classic!!!!. Finally we find out how Santa makes the magic happen! Super cute and a quick read. A book even the parents will enjoy!"



# NEXT STEPS

**We're excited to partner with you to bring Santa's Twin to families across the country this holiday season.**

## Request for Test Rollout

We're seeking a pilot placement in 25–50 truck stop locations to measure performance during the 2025 holiday season (October–December).

We'll work with your team to monitor sales and optimize product positioning.

- Complimentary Samples & Display Options
- Sample sets of the hardcover storybook and activity book are available upon request.
- We also offer custom point-of-sale mockups, including countertop displays, branded signage, and holiday-themed shelf talkers.



## Let's Get Started!

View our digital wholesale catalog:  
[insert URL]

Request a sample or place an order:  
[insert sell sheet]

### Contact:

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847-542-1378

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<https://kristineensor.com/>

"We'd love to schedule a short call to explore a holiday rollout plan and answer any questions."