



*To Our Loyal and Creative Handcrafted Vendors,*

Thank you for your patience as we navigate the year of a global pandemic. While the Parcells PTO has prided ourselves on offering our community an all handmade holiday bazaar annually, we unfortunately will not be able to host the same tradition this year that we have all grown to love. The decision to proceed online has been made to ***continue the tradition of connecting shoppers and vendors with quality handmade items***, with a new method this year to target shoppers directly at home! Like every other business, changes have had to be made and we acknowledge this will not feel, look or operate exactly like it has in the past. We understand this format may not work for all, but hope you find an option to still participate. There will be no early bird registration, it is open to all handmade crafters, and we will be able to allow unlimited space for vendors, however we do have deadlines to be able to participate fully.

Please help us celebrate the **45th annual Parcells Holiday Arts & Crafts Bazaar** in a new format, as we invite you to participate in the Parcells PTO largest fundraiser virtually! While the fundraising proceeds of the bazaar have always supported the academic and social activities at Parcells Middle School, Parcells PTO realizes the unique challenges and needs this year in education, more than ever. This year the PTO will prioritize funds to purchase technology and resources to support both teachers and students, in person and with remote learning while we navigate the Covid 19 pandemic. We are offering the following opportunities to participate in 2020 as a handmade craft vendor:

- **\$50 SINGLE Virtual Booth** (or \$40 with approved handmade donation of your product valued at \$20 or more)
  - **1 link** on the bazaar website **with 1 photo** under the craft category of your choice, with email and/or phone number contact information listed.  
**Choose 1 link: Website, Etsy, or social media link**
  
- **\$75 MEGA Virtual Booth** (or \$65 with approved handmade donation of your product valued at \$20 or more)
  - **Up to 3 links** on the bazaar website with **1 photo** under the craft category of your choice, with email and/or phone number contact information listed.  
**Pick any combination of 3 links: Website, Etsy, and/or social media link(s)**

**\$25 A La Carte Live Event Virtual Booth Options** Each vendor would have the opportunity (while supplies last) to purchase one or more 10-minute live slots during the day. The Live Coordinator will reach out to each paid vendor who has selected one of the promo choices (after checking to see what photos, links and info were submitted during registration) to coordinate any additional materials, information, and potentially a zoom practice session for the live Zoom option. If you select one of these options, watch for a follow up email from parcels45bazaar@gmail.com if you choose this option. The 10 minute slots would each include one of the following:

- **\$25 PROMOTIONAL VIDEO:** A produced video promoting your business that would play as a recording during the Bazaar stream (Facebook live and/or streamed on the website). The video contents will be highly contingent on the materials provided by the vendor, but could include photos, demo videos, website, social media and contact info, bio info on your business, pricing, and info on specials. Each video would include an intro by the Bazaar team and will be played alongside royalty-free instrumental music tracks.
- **\$25 PROMOTIONAL LIVE ZOOM:** This would be broadcast live via the bazaar website or Facebook live, hosted by a member of the Bazaar team with as many Zoom participants from the vendor as you would like. The host would introduce the business and help field questions and bring people on the air to ask live questions of the business. The participants and content are limited to one business (no shared slots). This would provide the proprietors the chance to talk about their business, promote and demonstrate products, and make live connections with potential customers.

**\$25 ARTISAN LEVEL SPONSORSHIP** - Would you like to also be one of 12 featured ARTISAN level vendors to have your business information listed exclusively on the bazaar website homepage and mentioned during the live event December 5, 2020? If interested, a member of the committee will contact you to be featured on the website.

**\$10 DISCOUNT WITH SILENT AUCTION DONATION:** When you also register to donate an approved hand crafted item valued at \$20 or more, you will receive one \$10 discount off your entire registration. (The more unique and exclusive items donated will help us assemble high value, unique, handcrafted "**Best of the Bazaar**" baskets to auction on the website in celebration of our unique 45th Online Bazaar. ) These will help drive excitement and traffic to the website, and in turn, to you for more sales! Additionally, your website link will be

listed again with the auction item for another potential point of sale. Winners of the baskets will be announced and contacted at the end of the day December 5, 2020.

In addition, all vendors who register will benefit from being marketed to thousands of our shoppers virtually and locally, including:

- Our Parcels Holiday Arts and Crafts Bazaar Facebook page will post the new Bazaar event website and link the separate Facebook event page so that you can further share this with your loyal followers.
- We will boost our Facebook advertising of the event page to even more shoppers for you outside our immediate local Grosse Pointe community.
- Digital sign outside Parcels Middle School will advertise the website
- Signs, posters, banners within the community to remind we are continuing online
- Over 800 families and staff of grades 5-8 Parcels Middle School will be reminded of the new virtual event through our PTO Facebook page, e-blast and printed in the school directory within our school community as well as communication to thousands of families throughout the entire Grosse Pointe School District.
- Shoppers will enjoy free virtual admission to browse and holiday shop at their leisure for longer than the traditional one day event, allowing them to return to your virtual "booth" more than once! Arrangements between buyer and seller for pickup, delivery, or shipping will need to be made directly between the shopper and vendor.

We think this will be a win-win for both parties, as you now have an additional way to market your products when many craft shows have been cancelled and we can continue our annual fundraiser keeping you connected with many returning and new shoppers, until we are able to meet in person again. Stay safe, and thank you for considering this new venture with us. Your loyalty is appreciated!

*Parcels Holiday Arts and Crafts Bazaar 2020 Planning Committee*

Email: [parcells.bazaar@gmail.com](mailto:parcells.bazaar@gmail.com)

Facebook: <https://www.facebook.com/ParcellsBazaar>

Facebook event page link: <https://fb.me/e/cO9IRCysY>

Website: <https://www.parcellsbazaar.com/>

