

# Parcells Holiday Arts and Crafts

2020 Online Bazaar

## Vendor Contract and Guidelines

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

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

**Facebook Event:** <https://fb.me/e/cO9IRCysY>

**Dates/Hours:** Online shopping access will run on our website from 9 am November 27, 2020 until December 31, 2020 if you are registered with an approved online e-commerce site or social media page by November 17, 2020 (to be guaranteed a spot beginning November 27). Parcells PTO has the right to not prorate virtual booth rental fees, should registration be submitted and approved after November 17 (or may not be added by November 27) .

**Art and Craft Approval:** The Bazaar Planning Committee must grant approval of the vendor online e-commerce site or social media advertising link submitted that show items handmade by the vendor and be non-commercial, as we have required traditionally at our in person shopping event.

### **Virtual Booth Rental Options:**

**\$50 SINGLE VIRTUAL BOOTH:** 1 link on the bazaar website with 1 photo of handmade items, under the craft category listing of your choice, with email and/or phone number for direct contact information.

**Choose 1 link: website, Etsy, or social media link.**

**\$75 MEGA VIRTUAL BOOTH:** up to 3 links on the bazaar website with 1 photo under the craft category listing of your choice, with email and/or phone number for direct contact information.

**Pick any combination of up to 3 links: website, Etsy, or social media link(s).**

**\$25 A La Carte LIVE EVENT VIRTUAL BOOTH OPTIONS (can be added on in addition to above, or may be purchased separately):** Each vendor has 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 [parcells45bazaar@gmail.com](mailto:parcells45bazaar@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** An add on opportunity to be one of the first 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 with a \$25 sponsorship. If interested, a member of the committee will contact you to be featured on the website.

**“Best of the Bazaar” Basket Virtual Silent Auction:** *“Best of the Bazaar” baskets* will be assembled from donations from vendors to celebrate our 45th annual Parcels Holiday Arts and Crafts Bazaar virtual silent auction and may include donations from local businesses. These will be included on the bazaar website from 9am November 27, 2020 until 4pm December 5, 2020 to assist in driving traffic to the vendor listings.

Every vendor that donates an item will have their e-commerce or social media links posted again on the silent auction portion of the bazaar website for convenient shopping access. An email will be sent with instructions where to deliver and/or ship the donation and should be received by Bazaar committee by November 13.

**\$10 Registration Discount with Approved Donation:** We invite you to submit a photo of a handmade item valued at \$20 or more, to be included in the *“Best of the Bazaar”* baskets virtual silent auction at the time of your registration. (we cannot give a refund after, so please register when you have a donation in mind.) If your donation item is approved, you will be invoiced for one \$10 discount on your virtual booth rental. Donation items need to be received by Parcels Bazaar Planning Committee no later than November 13, 2020 to be assembled and included on the bazaar website when it goes live November 27, 2020. You will be provided with a donation receipt once the donation has been obtained. Late submissions may void your virtual booth listing, with no refund. We need to be able to confirm donations to promptly prepare a full variety of baskets in advance.

**Registration/Payment:** Once you have completed your Google Registration Form, and your e-commerce and/or social media links have been approved with handmade items being featured, you will receive a PayPal Invoice complete with payment link and invoice. ***Payment is due no later than November 17, 2020*** to ensure you are featured on the bazaar website when it goes live at 9am November 27, 2020. We accept debit, credit and PayPal payment. Again, we cannot refund discounts for donations if not included for approval at the time of registration.

**Release of Liability:** The agreement between Parcels Middle School PTO and the vendor is to offer a means of marketing your handmade items to our community of loyal shoppers, when we cannot host an in person shopping event. Any disputes will be settled between vendor and buyer. The seller and buyer will agree to terms to arrange pickup or drop off of purchased items, or agree to delivery/shipping terms. This releases Parcels Middle School PTO and the Parcels Holiday Arts and Crafts Bazaar from the sales arrangement agreed upon between buyer and seller.

***Online registration and payment is acceptance of this contract and guidelines. It is important that you, as an exhibitor, comply with all of the guidelines. This is your commitment to your customers and your business. Failure to do so will jeopardize your participation in future Parcels Holiday Arts and Crafts Bazaars.***