



# Craft & Gift Fair

## 2020 Goes Virtual!

Dear Vendor,

The Chappaqua Craft & Gift Fair team is working hard to prepare for our very first **Virtual Craft Fair, benefiting the Bell Middle School PTA**, during the month of November!!

We are looking forward to this new format and wanted to share some preliminary information about the event.

We will be promoting and featuring vendors throughout the month of November. The second weekend of November will be a spotlight weekend for certain vendors. With this new format, we look forward to attracting and including a more diverse population of vendors.

The registration process will look a little different from previous years as we adjust to this new format. There will be a preliminary step with an application before registration links are sent out - no payment will be required during the application/approval process. Payment will be due at the completion of registration. This will allow the committee to verify that each vendor has an online presence. Vendors are required to have an online presence with the ability to complete the sales transaction (from payment through delivery) independently from the Chappaqua Craft & Gift Fair website. It will also allow us to monitor the number of vendors in the various merchandise categories to ensure a balance of products.

There will be three tiers for registration, as follows:

**Tier 1 - Featured Vendors:** Vendors at this level will be featured with premium product placement on our website, enhanced social media, dedicated “live time” to showcase products, featured vendor emails and a limited number of Tier 1 vendors. **Tier 1 Registration Fee \$100.**

**Tier 2 - Group Vendors:** Vendors at this level will received shared social media pushes in small groups with a limited number of vendors per category, vendors will receive communications support (templates, hashtags, etc.) and a limited number of Tier 2 vendors. **Tier 2 Registration Fee \$75.**

**Tier 3 - Category Vendors:** There will be no limit on the number of vendors accepted to this tier. Promotion efforts will be primarily driven by merchandise category and vendors will receive communications support (templates, hashtags, etc.). **Tier 3 Registration Fee \$25.**

APPLY NOW at <https://forms.gle/vYe47ALrvaGa82AAA>

We invite you connect with us in the following ways:

- Bookmark our website [www.chappaquacraftfair.com/](http://www.chappaquacraftfair.com/)
- Join our [Mailing List eepurl.com/gJHW0T](http://eepurl.com/gJHW0T)
- Follow us on Facebook <https://www.facebook.com/chappaquagiftandcraftfair>
- Follow us on Instagram <https://www.instagram.com/chappaquacraftfair/>

Should you have any questions, feel free to reach out to us at [chappaquacraftfair@yahoo.com](mailto:chappaquacraftfair@yahoo.com).

See you virtually!

-The 2020 Chappaqua Craft Fair Committee

## **About the Chappaqua PTA/Bell Middle School PTA**

The Chappaqua PTA brings range of programming and activities to all parents and children of the Chappaqua School District. Our programs include STEMfest, Young Writers' Workshop, and Learning to Look art education. We bring book fairs, after school enrichment, elementary and middle school theater, and high school senior musical to our schools. We create yearbooks, school merchandise, Career Day, cultural enrichment, International Day, family barbecues, game nights, movie nights, fall festivals, Spooktaculars, craft fairs, class socials, bus safety, gardens, greenhouses, and nutrition. We're your parent education programming (panel presentations and speakers), philanthropic and advocacy endeavors, and much, much more. Our initiatives have been recognized by the regional PTA, which awarded the Chappaqua PTA the PTA Advocacy award in 2016 and the Highest Membership award in 2017.



# CHAPPAQUA

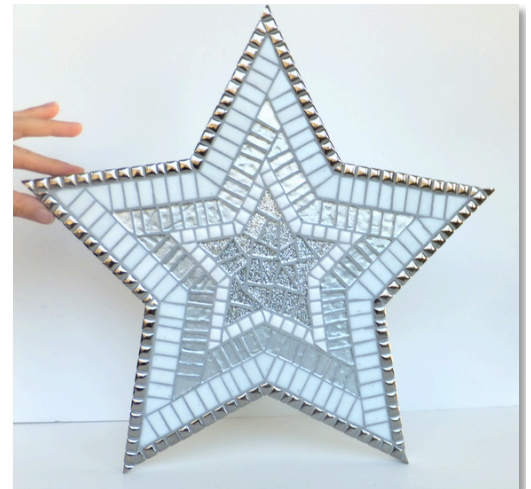
# Craft & Gift Fair

Connect • Support • Engage

This November, the 36<sup>th</sup> Annual Chappaqua Craft & Gift Fair (CCGF) will bring together talented makers and artisans from around the country to connect with hundreds of local families in Westchester looking to get ahead of their online holiday shopping. From handmade jewelry to artisanal sweets, our community will enjoy virtual shopping and engage with your business – all while showing their support for Robert E. Bell Middle School student enrichment programs.

As a participant in the virtual Chappaqua Craft & Gift Fair, your business will benefit from promotional support based on your commitment level:

YOUR BENEFITS	TIER 1	TIER 2	TIER 3
Premium Product Placement on CCGF Web Site	X		
Dedicated Spotlight Post on CCGF Instagram & Facebook Pages	X		
Exclusive Instagram or Facebook LIVE Stream to Showcase Your Products and Engage Shoppers	X		
Product Spotlight in CCGF Email To Local Community	X		
Product Inclusion in Rotating Social Media Ad Campaign Throughout November	X	X	
Mention in Multiple CCGF Email Blasts Promoting Virtual Event	X	X	X
CCGF Promotional Templates and Creative to Promote the Event to Your Social Followers and Email Lists	X	X	X
Vendor and product inclusion on CCGF Web site	X	X	X
Participation Fee	\$100	\$75	\$25



Details are subject to change, and based on vendor date of commitment. Bell Middle School PTA is a non-profit 501(c)(3) organization. Vendors are required to have an online presence with the ability to complete the sales transaction (from payment through delivery) independently from the Chappaqua Craft & Gift Fair website.