



WOODLANDS ACADEMY  
OF THE SACRED HEART

— EST. 1858 —

Dear Vendor,

Woodlands Academy of the Sacred Heart is hosting its annual **Winter Wonderwalk and Holiday Boutique** on **December 8, 9 and 10, 2016**. Perhaps you've heard of us—we've been doing this event for over twenty successful years in beautiful Lake Forest, IL!

Winter Wonderwalk is a premier holiday event that draws guests from up and down the north shore and more. The event features a stunning Housewalk of historically significant Lake Forest and Lake Bluff homes perfectly decorated for Christmas. A multi-day Holiday Boutique featuring exceptional vendors is hosted simultaneously.

**We are reaching out to you because we plan to add a few new vendors to our 2016 Boutique vendor line-up as we plan our second year in our gorgeous new location! Four years ago, Woodlands Academy received a remarkable gift of land and buildings adjacent to the school. Extensive work has been done to the entire campus and the Gloria Dei Center opened in September, 2015. The Gloria Dei Center became the new home of the 2015 Holiday Boutique and produced over- the-top 2015 Results:**

- **Boutique vendors sales were up 55% over 2014**
- **The revamped Preview Party had more guests and produced vendor revenue increases of 42% over 2014**
- **Impressive Saturday Boutique sales eclipsed Preview night sales levels**

**Why should you participate as a vendor in the 2016 Winter Wonderwalk?**

- Strong sales
- Exposure to power shoppers
- Carefully selected product offerings (juried)
- Aggressive pre-event marketing
- Loyal shoppers and supporters
- Outstanding venue
- Exclusive Preview Night
- Hands-on support by our boutique team
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Please take a moment to review the attached information about our exclusive boutique including Frequently Asked Questions and reasons why you should consider being a Winter Wonderwalk Boutique vendor. We hope to hear from you shortly.

Please return your Vendor Application to Woodlands Academy either by mail or email no later than **Wednesday, June 22, 2016** for early review. The receipt of your application will signal to us that you wish to participate in this year's event but it is not binding. Booth pricing and selection details will be included in our 2016 formal contract. The 2016 Boutique Vendor selection schedule is as follows:

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|---|---------------|
| • 2016 Vendor Applications due to Woodlands                   | June 22, 2016 |
| • Contracts Extended to accepted priority Vendor Applications | June 30, 2016 |
| • Signed 2016 Contracts with Check due at Woodlands Academy   | July 22, 2016 |
| • Priority Booth Assignments                                  | July 25, 2016 |

We look forward to a profitable partnership with you, which in turn helps us achieve our goal of raising funds for our students. Feel free to contact us with any questions you may have or to allow us to describe our event in greater detail.

Sincerely yours,

Chris Denniston, Holiday Boutique Co-Chair

Kristin Makowski, Holiday Boutique Co-Chair

Kathy Fivelson, Associate Director of Advancement, Events (Contact: [kfivelson@woodlandsacademy.org](mailto:kfivelson@woodlandsacademy.org))