



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 **November 30 & December 1, 2017**. 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 2017 Boutique vendor line-up as we plan our third year in our gorgeous new location! Several 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 have increased more than 50% in our new location and remain very strong**
- **The revamped Preview Party had more guests and produced solid vendor revenue**

Why should you participate as a vendor in the 2017 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

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 as soon as possible because booth assignments are being made on a first-come, first-served basis. 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 2017 formal contract. The 2017 Boutique Vendor selection schedule is as follows:

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| • 2017 Vendor Applications due to Woodlands | ASAP for best booth locations |
| • Contracts Extended to accepted priority Vendor Applications | Ongoing |
| • Signed 2017 Contracts with Check due at Woodlands Academy | July 15, 2017 |
| • Priority Booth Assignments | July 15, 2017 |

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

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