



WOODLANDS ACADEMY  
OF THE SACRED HEART

— EST. 1858 —

## WINTER WONDERWALK 2017 FREQUENTLY ASKED QUESTIONS AND REASONS TO BE A VENDOR

### **Q. When is the 2017 Winter Wonderwalk?**

**A.** The dates are November 30, which includes our Preview Party & December 1, including both the House Walk and a full Boutique shopping day. Each day will sponsor some special shopper incentives.

### **Q. Who sponsors the Winter Wonderwalk Holiday Boutique?**

**A.** We are Woodlands Academy of the Sacred Heart, an independent, private, Catholic college preparatory day and boarding school for girls and are located in Lake Forest, IL. The School has resided in Lake Forest since 1904 and has a rich history on the North Shore.

### **Q. What is the background of Winter Wonderwalk?**

**A.** The first Winter Wonderwalk was held in 1995 and included a one day holiday House Walk. In 1996, a very small Boutique with 5 or 6 vendors was added to the event. Winter Wonderwalk grew in popularity and has become a favorite local tradition for the past 22 years.

### **Q. Who attends Winter Wonderwalk?**

**A.** House Walk attendees and Boutique shoppers come from North Shore communities and beyond. Boutique shoppers represent a wide cross section of ages and interests including women (and some men) from the local communities, students shopping with their peers and parents, Woodlands Academy alums and parents, faculty and staff, and other friends. Median family incomes for Lake Forest and the surrounding communities range from \$111,000 to \$148,000.

### **Q. What is the event's reach and attendance?**

**A.** We have a mailing list of over 2500 families and a very strong PR effort supporting the event. We advertise the event in local papers which reach 20,000 families on the north shore.

### **Q. Why are you seeking new vendors?**

**A.** Adding some new vendors each year makes our Boutique more interesting and fresh.

### **Q. Where is the Boutique located?**

**A.** The Boutique has moved from the main school building to the new multi-purpose Gloria Dei Center (GDC) on the expanded Woodlands Academy Campus. The GDC has vendor areas on two floors, with an elevator and a staircase servicing all levels of the building. The GDC sports numerous windows and wide expanses that beautifully showcase the vendor booth areas and their selections.

### **Q. When is the 2017 application due?**

- A.**
- |   |                               |
|---|-------------------------------|
| ○ 2017 New 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                 |
| ○ 2017 Priority Booth Assignments                             | July 15, 2017                 |