



Dear Prospective Merchant,

The **Junior League of Arlington** is pleased to invite you to join us for the 27th annual *Holiday Magic Holiday Gift Market* on Friday, November 6 – Sunday, November 8, 2009 at the Arlington Convention Center. Centrally located in Arlington's budding Entertainment District and midway between Fort Worth and Dallas, *Holiday Magic* draws thousands of people throughout the metroplex (and beyond) every year for this multi-day holiday tradition.

All proceeds from *Holiday Magic* benefit the community projects of the Junior League of Arlington, an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Our purpose is exclusively educational and charitable. Over the past 27 years, the Junior League of Arlington has distributed more than \$2.5 million to various programs and organizations throughout the area. *Holiday Magic* enables the Junior League of Arlington to continue to provide these funds to those in need around the Arlington community.

To be considered as a merchant of *Holiday Magic*, you must submit an application to become one. A juried selection process is used, enabling the JLA to limit the number of merchants in each category and ensuring a variety of merchandise for shoppers, while allowing you to maximize your sales potential. The criteria by which merchants are selected include:

- the quality and uniqueness of the merchandise
- price point
- booth decoration/presentation

Note that your application cannot be considered until all portions have been completed, so please submit your application as soon as possible with all attachments and/or information. Upon acceptance in writing, each Merchant must meet the following qualifications:

Merchant Requirements:

1. Complete application.
2. Provide proof of insurance listing the Junior League of Arlington as an additional insured **or** sign a waiver.
3. Provide and ship an auction item at a retail value of \$150.00.
4. Submit non-returnable photographs of your merchandise.

Plans for our 2009 *Holiday Magic* "Rock 'N Roll Christmas" are already underway, so make sure to complete your application immediately, as spaces are limited! We have some great surprises in store for this year to encourage record-breaking attendance, so join us for a successful weekend of fantastic fun, festivities and fundraising! Please feel free to contact us if you have any questions or need further information at 817.277.9481 or merchants@jlarlington.org. You may also visit our website at www.jlarlington.org.

Sincerely,

Cristy Duke
Holiday Magic Chair

Hazel Guideng
Merchant Co-Coordinator

Autumn Rose Reo
Merchant Co-Coordinator

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THINK GREEN