



A note about Mistletoe Madness:

Each year, the Junior League of Indianapolis hosts one of the most profitable booths in the Holiday Mart – The Mistletoe Madness booth. Unlike other booths, this one is assembled, staffed and run by provisional (first-year) members of the JLI so merchants do not need to be present to sell their merchandise!

Merchants who participate in Mistletoe Madness pay a small fee of \$75 in advance. Each merchant receives 75% of the total profit of his/her sales and the remaining 25% becomes part of the contribution raised by the JLI. **PLEASE NOTE:** This is the same Mistletoe Madness price structure that was used in 2008.

Approximately 30 merchants are accepted annually for participation in Mistletoe Madness and booth space is divided among them as deemed appropriate. This is a great opportunity for those merchants who are not able staff a booth for the Mart!



**Junior League of Indianapolis
2009 Mistletoe Madness Application**

Business Name: _____

Contact Person: _____

Business Address: _____

City/State/Zip: _____

Phone Number/Fax Number: _____

Email Address: _____

[Email will be the JLI's primary means for contacting you.]

Website: _____

Have you previously participated in Mistletoe Madness? _____

If so, what year(s)? _____

What other shows do you participate in throughout the year? Please list your top 3 shows as well as your net sales for each show.

| <u>Show Name</u> | <u>Net Sales</u> |
|------------------|------------------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Merchandise Information

***It is very important for you to submit pictures and/or samples of your merchandise, as well as retail pricing information, with this application in order to be considered for participation in the Mistletoe Madness booth. The committee will be using these items to facilitate merchant selection during our jurying process.**

Description of merchandise: _____

Overall price range of merchandise: _____

Who is your target market? _____

What items have you submitted for jury? (Please itemize and include price.) _____

Please check one of the following:

- Yes, please return my submitted items. I have included a check payable to the JLI to cover the return postage costs.**
- No, keep submitted items as a donation to the Junior League of Indianapolis.**

Please check the 2 categories that best describe your merchandise.

____ Antiques ____ Apparel & Accessories ____ Art ____ Bath & Body

____ Children ____ Floral/Outdoor ____ Food ____ Gifts

____ Holiday ____ Home Décor ____ Jewelry

____ Men ____ Music ____ Pets

____ Other (please describe) _____

Booth Fee

In order to participate in Mistletoe Madness, you must pay a booth fee of \$75. *(Do not send money at this time)*

Commission

A 25% commission is charged on your total sales amount and deducted from the consignment amount owed to you at the end of the show, NO EXCEPTIONS.

Signature: _____

Date: _____

Please return this application and items for jury to:
Sheryl Joyner
JLI Holiday Mart Mistletoe Madness
8425 Woodfield Crossing Blvd., Suite 351
Indianapolis, IN 46240

If you have questions, please email us:
jlimistletoemadness@gmail.com

The Junior League of Indianapolis is an organization of women committed to promoting volunteerism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Visit our website at www.JLIIndy.org to learn more about our organization and how your participation in the Holiday Mart benefits the Indianapolis community.