



# 2020

## MERCHANT VIRTUAL OPTIONS

November 17th—30th, 2020





The Junior League of Indianapolis (JLI) 2020 Holiday Mart will be an exciting virtual event and shopping marketplace offering participants an opportunity to **support small businesses** and contribute to the JLI community projects.

The JLI Virtual Holiday Mart will take place **November 17-November 30, 2020**. Merchants from a variety of categories including apparel, home & holiday décor, gourmet food & cookware, children's gifts, and giftable services are invited to apply.

The Junior League of Indianapolis has been committed to the health and education of children and their families for the past 98 years. Your participation allows us to continue to support the city of Indianapolis and provide Community Assistance Grants to nonprofit organizations that work within JLI's interest area of **preparing students for academic success**.

*By becoming a merchant, you help the JLI award Community Assistance Grants to Indianapolis non-profits.*

## Grants Awarded in 2019-2020

**\$50,000**

Big Green Indianapolis

**\$20,000**

Indy Women in Tech, Inc.

**\$20,000**

Visually Impaired Preschool  
Services

**\$7,500**

Fletcher Place Community Center

**\$5,000**

Friends of Holiday Park

**\$5,000**

Indianapolis Public Library  
Foundation

**\$5,000**

John Bonner Neighborhood  
Centers

**\$7,500**

Paws & Think, Inc.

**\$5,000**

St. Vincent Hospital Foundation



## WE'RE SPREADING THE WORD

*Social Media Advertising*

*Digital & Email Advertising*

*Facebook Posts*

*Community Messaging*

*Instagram Posts & Stories*

*1,000+ Members*

*Did you know we reached 100,000+ on our Facebook posts during HM 2019?*

# MERCHANT OPTIONS & PRICING



Merchant creates and manages their own micro-store on Shopify by adding products, descriptions, pictures & pricing

Merchants are listed by category, shoppers click into their stores to find out more and see their product listings

Online Marketplace Open  
**November 17th—30th, 2020**

## OPTION 1: \$250

Payment is due in full to become an approved Merchant. Additional 25% of sales will be paid to the JLI. The platform will calculate this automatically.

## OPTION 2: \$500

Payment is due in full to become an approved Merchant. Additional 10% of sales will be paid to the JLI. The platform will calculate this automatically.

## OPTION 3: \$1000

Payment is due in full to become an approved Merchant. No commission is due to JLI.





# MERCHANT UPGRADES

## ONLINE MARKETPLACE

### **FEATURED MERCHANT**

Shop listed in “Featured Merchant” section of the JLI Virtual Holiday Mart homepage. High visibility for your business with a featured, clickable product image of your choice that takes shoppers to your virtual shop homepage.

*\* limited to one merchant per day*

**\$250**

## SOCIAL MEDIA ADVERTISING

### **MERCHANT VIDEO**

Boost your exposure with a story on the JLI Facebook pages and Instagram. Feature merchandise, benefits of your products, and/or the mission of your business. This offer includes a 30 second story on all JLI social media platforms with a 24 hour run time.

*\* limited to one merchant per day*

**\$100**

## EMAIL MARKETING

### **SHOP HIGHLIGHT**

Be one of three merchants promoted and included in the “Holiday Mart is Open” email sent to 3,000+ shoppers. High visibility for your business with featured, clickable capability to your virtual shop.

*\* limited to three merchants*

**\$500**

***\*limited spots available, email asap to reserve a spot!***

JLI will decide days & times posts are shared, no specific spots can be guaranteed.



## ONLINE SHOPPING GUIDE

Merchants listed by text and shared with Holiday Mart shoppers via email, posted on social media and displayed on JLI website.

**FREE!**





***Sign-up today to be a part!***

**RETURNING MERCHANTS** who previously filled out an application for the 2020 in-person Mart, please login to your account to access the Application/Contract from your home page.

When the Application/Contract is received by JLI, charges will be assessed to the Merchant Account. Merchants WILL NOT be approved to build their shop until payment has been received.

\* Previously approved 2020 Merchants are automatically accepted to the online marketplace & online shopping guide but must complete a new application.

**NEW MERCHANTS** go to [jlindy.org/become-a-merchant/](http://jlindy.org/become-a-merchant/) to fill out an application.

## CONTACT US!

### HM Chairs

Karla Gosche-Williams & Ashley Warren  
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### HM Merchant Chairs

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