

Burns Lake & District Online Christmas Craft Fair 2020

Hosted by the Burns Lake Public Library



To All Vendors of the Burns Lake Christmas Craft Fair

As you all know, our world's gone through unimaginable changes since last year at this time. With COVID cases spiking over the past few weeks, the staff and Board here at the library feel that in the best interests of our community's safety, for the first time in nearly 40 years, the annual Burns Lake Christmas Craft Fair has been cancelled for 2020.

Because we are very appreciative of all the support vendors have given this craft fair for literally decades, our staff would like to do what we can, to offer our support to you during these difficult times. In recognition of all the hours you have spent during this past year, creating your items for this event, we would like to offer all of you the opportunity to let us help you move with these changing times, into the cyber world of selling online.

Our staff is currently organizing this new cyber event and we hope you are as excited as we are to explore this new avenue of sales. Please check out the attached protocol for this. Kindly bear in mind this is a large event to organize and there could well be a few things we'll need to tweak along the way as we become familiar with how this all falls into place.

Thank you for your understanding and support as we move forward with the online Christmas Craft Fair.

The staff at the Burns Lake Public Library



Burns Lake & District Online Christmas Craft Fair 2020

Hosted by the Burns Lake Public Library



RULES and REGULATIONS

Applications are available in paper form that you can pick up in the Library or through email.

WHAT YOU CAN EXPECT FROM THE CRAFT FAIR CO-ORDINATORS:

1. The 2020 Online Craft Fair scheduled to run from November 3rd until December 22nd, 2020 with the Facebook page being maintained and updated regularly by Library staff
2. Your own dedicated section (album) on our Online Craft Fair Facebook page hosted by Burns Lake Public Library
3. All your items, descriptions and information submitted, loaded onto your dedicated section by Library staff
4. Link to your own personal website or Facebook page will be posted in your section on our Online Craft Fair Facebook page
5. Your own virtual “business card” listed with the other vendor's virtual 'business cards' posted on our Online Craft Fair Facebook page
6. Your 'business card' printed out on paper and listed with other vendor 'business cards' displayed around town and in the Library, the same way we would distribute posters around town announcing the Craft Fair in years past
7. Your information submitted for posting will be uploaded within 3 – 5 business days of receipt



WHAT WE EXPECT FROM YOU:

1. Your application filled out with honest, concise descriptions and photos of goods to be sold.
2. Both payment and signed Waiver to Release Contact Info must be included with the application
3. A photo of you, the creator, to be posted online in your dedicated section.
4. Handcrafted items only. No foods will be allowed to be sold unless they are presented in sealed packaging. Your photos submitted may show food items open or on plates for clearer viewing, but you must also have a photo of them packaged. As with all our craft fairs, no vitamins, floor cleaners, etc.
5. Please do not apply if you offer services. Services offered, of any sort, do not fit within the parameters of HANDCRAFTED. Lessons, be they crochet, baking, crafts, music, etc., are not considered handcrafted for the purpose of this sale.
6. All handcrafted items presented must be handcrafted BY YOU. You may not purchase handcrafted items made by others for the purpose of resale. You may not employ another individual to create the items for sale.
7. Unlike our brick and mortar Craft Sale, where we could allow vendors to share tables, for this event we must insist on only one vendor per application. It would not be fair to other vendors or the Library to have multiple vendors on one dedicated section. Kindly bear in mind, this event is one of the largest sources of income our Library has.
8. It is up to the individual vendor to arrange for pick up and/or delivery of items sold.
9. Payment for items purchased will be between the vendor and customer. The Library will NOT be involved in this aspect of sales.
10. A limit of 15 photos per customer for uploading if sent by email – but you may offer additional photos linked to your own personal website or if contacted by potential customer, you may send as many photos to them directly as desired.
11. For those of you without computers, we must limit your photos to only 10 as it will take our tech team a lot more time to scan and upload the photos. We apologize for this, but it is the only way we will have the time for staff to load actual paper photos submitted.



FEES:

- If you have your application & payment in by October 15th your fee will be \$20.00
- Applications & payments received from October 16th to October 25th fee of \$25.00
- Applications & payments received from October 26th to December 1st, fee of \$30.00
- No applications will be accepted after December 1, 2020

Please note that any updates on the Craft Fair site, will be done on Wednesday and Friday afternoons; try to have your info sent to **blplcraftfair@gmail.com** by Monday or Tuesday of any given week. They will, of course, be accepted at any time prior to December 1, 2020

REFUNDS:

As this is our first attempt with this undertaking, we are willing to offer a 50% refund if as a vendor you have submitted an application but decide to opt out. You must notify us of your decision before November 3rd, 2020.

PAYMENTS CAN BE MADE BY:

1. E-transfer to: libraryn@burnslakelibrary.com
 - Question: Craft fair fee
 - Answer: Library
 - Comment: First and Last name
2. Personal Cheque made out to the Burns Lake Public Library
3. Cash – cash payment **MUST** be made in person at the Library



APPLICATION

Name: _____

Cell Phone: _____ Other: _____

Email: _____

Items offered: _____

All information submitted is to be emailed to: blplcraftfair@gmail.com or dropped off at the Burns Lake Public Library

Please provide a concise description for each of your items/photos offered.

Photos are limited to 15 in total

HAVE YOU INCLUDED:

- Payment (see **FEES** section in RULES page – there are varying fees)
- Signed Waiver – attached
- All contact info filled out
- Photos of your items and description
- Photo of yourself

**YOUR APPLICATION CAN NOT BE PROCESSED WITHOUT THE ABOVE
5 ITEMS**



WAIVER

By signing this document of Waiver, I understand that:

- I am giving my permission for the Burns Lake Public Library to post my contact information on Facebook social media, for the purpose of selling my handcrafted items in the 2020 Online Burns Lake & District Craft Fair.
- The Burns Lake Public Library is rendered free and clear of any and all possible recriminations resulting from my contact information being posted for this event

I have read, understand and agree with the above.

X

Signature

X

Printed Name

Date



SUGGESTIONS TO VENDORS TO INCREASE SALES

Again, we ask each of you to *have patience* with us. This is a large undertaking and there will no doubt be a 'few bugs' we will need to work out as we go along.

- If you have several items for sale, consider showing as many as possible in one photo
- Offering a nice background to display your items always aids in sales – but don't have items in the background that are not for sale, this confuses the buyer
- Ensure photos are crisp, clear and have been photographed in good light
- People purchasing online like to see who they are purchasing from. For your personal photo, get creative! Hold an item you've made or use a photo of you creating an item in your work area.
- Offer items in various colours if possible
- Offer customized items
- Remember, you can direct customers that approach you through our online sale, to your personal website or Facebook page to view additional photos or other items you create
- Consider creating a collage of photos, so you can show many photos within a single photo. There are some great free apps online for making picture collages
- Photos of the side and back of your items and a close-up are always good. Customers want to know what your creations look like from all sides

All of our staff here at the Burns Lake Public Library, are open to suggestions to help make this first attempt as smooth as possible. We appreciate and thank you for your input.

