



**Christmas In Cowtown**  
JUNIOR LEAGUE OF FORT WORTH HOLIDAY GIFT MARKET

Dear Prospective Merchant,

The Junior League of Fort Worth is pleased to invite you to be a part of our fourth annual *Christmas in Cowtown Holiday Gift Market* to be held **September 29 – October 2, 2010** the Will Rogers Coliseum, located in the heart of Fort Worth's popular Cultural District and just minutes from downtown Fort Worth.

Proceeds support vital projects and programs of the Junior League of Fort Worth and its mission to improve our community through effective action and leadership of our trained volunteers. The Junior League of Fort Worth is celebrating our 80<sup>th</sup> anniversary this year as a leading volunteer organization. Currently, there are over 1,700 Junior League members in Fort Worth, including active and sustaining members, who are committed to making *Christmas in Cowtown* a tremendous success!

You are invited to submit an application to become one of the quality merchants that will make our 2010 *Christmas in Cowtown Holiday Gift Market* a success. A juried selection process will be used, enabling the Junior League of Fort Worth to limit the number of merchants in each category and ensure 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 and display. You can find an online application at [www.christmasincowtown.com](http://www.christmasincowtown.com). Please note that the application is a multi-step process and your submission will not be complete until all steps have been finished. The three-step process includes uploading photographs and paying your application fee. While not a requirement, any samples that you choose to submit and would like returned must include a self-addressed label, packing material and a FedEx or UPS account number or required postage.

**Although the deadline for Merchant Applications is March 1, 2010, interested merchants are encouraged to return completed applications and supporting materials as soon as possible, as the timeliness of receipt may be a factor in the selection decision.**

Feel free to contact us with questions at 817-332-7500 or at [cicmerchants@juniorleaguefw.org](mailto:cicmerchants@juniorleaguefw.org). You may also check this website at [www.christmasincowtown.com](http://www.christmasincowtown.com) for updates and other information.

We at the Junior League of Fort Worth are committed to our 2010 *Christmas in Cowtown* and look forward to working with you!

Sincerely,



Amy Patyk  
Christmas in Cowtown Merchant Chair



Courtney Ellis Spitzer  
Christmas in Cowtown Assistant Merchant Chair