



VENDOR MEDIA KIT

EVENT DETAILS

Hosted by LC Event & Design

Date & Time

November 24th - December 23rd

Location

The Shops at Green Gate Village
76 W Tabernacle
St George, Utah 84770

activities

Santa's Workshop
Decorate cookies
Christmas Characters
Letter's to Santa
Movies
Polar Express Train Rides
& so much more!

WHY US?

Our Mission: LC Event and Design is dedicated to create an event that contributes to the wonder of Christmas for families, friends, and businesses alike. With various vendors and activities, we hope this holiday experience is one that the community anticipates all year long. We want the experience to help vendors thrive in our local economy as we bring eager customers to them. Similarly, we want to introduce individuals to a wide array of products from local businesses. Above all, LC Event and Design is determined to make The Christmas Village an event that becomes a tradition. Whether the magic of the season is found in a visit from Santa Claus, a night ice skating, or finding the perfect gift, we will provide memorable moments for all.

VIP Treatment: Here at LC Event and Design we do everything in our power to treat you and your staff like a VIP. We always have a vendor gift and strive to develop personal relationships with each person. We also provide motivation and training (when possible) to make your experience more fruitful. It matters to us how you are doing and if you are making money! We will bend over backwards to meet you and your team's needs.

The Consumers Come to You: You already have the marketing budget, why not use it on something that is your target audience? The audience that is coming into the event is coming to shop- they are going for you! They are coming specifically to find what you have to offer, so this audience is better than an audience triple its size that is not your demographic. It is becoming more rare that people are going out to shop. Which means less and less people are seeing your products in person then ever before. The benefit of an event with us is thousands of people will walk by your products all month long. That's exposure that you couldn't get in any other setting! The direct sales you make that event are enough to warrant a booth space with us, but the leads you generate will be beneficial to your business for months afterwards.

Proven Record: Lauren has run and owned the largest and longest running event company in Eastern Idaho . With thousands of people in attendance, her events were a staple of the Idaho Falls Community. She knows what it takes to run a successful, meaningful event within the community. She wants to bring her knowledge and expertise to Southern Utah and create an event you won't soon forget.

meet the team

LAUREN HARWOOD



Lauren is the owner of Harwood Happenings and Co-Owner of LC Event & Design. Lauren has been in the event and entertainment industry for over 15 years. There she has aided in all aspects of executing events from conception such as producing, stage management, financials, budgeting, sponsorship advisor, decor and ambiance, exhibitor liason, operations and more. In 2014 Lauren began working with Riverbend Productions as a stage manager and entertainment coordinator. In 2016 Lauren purchased Riverbend Productions, which shortly thereafter changed to Harwood Happenings, LLC. As the owner of Harwood Happenings, Lauren has run the following events and expos, East Idaho Home and Garden Show, Idaho's Outdoor Market and Biggest Garage Sale, Blue Angels Air Show, and all of Deseret Digital Media's Events. In addition, Lauren has planned, ran and executed many corporate retreats, company parties, education conferences, expos, galas and events. The success and professionalism of these events has made Lauren a valuable and reputable asset to many corporate companies and small businesses.

CHLOEE BEST



Chloe has spent over seven years in managerial positions specializing in design. Working from small businesses to corporations, Chloe has created environments with purpose. As the visual manager at Dillard's, Chloe built spaces that attracted various audiences, complemented specific events, and showcased quality inventory. Contributing to her expertise in visual design, Chloe also worked as an event coordinator for Allies USA. Chloe crafted business and personal occasions and retreats. As a visual design specialist, Chloe strives to partner professionalism with personality, creating a unique and satisfactory experience.



ADVERTISING

Q.

How will this event
be advertised?
Who will it reach?



The LC Event & Design team has secured the following avenues to advertise for this event:

1. Live On-Air Mentions
2. Facebook live broadcast with St George News (83,000 Facebook followers)
3. St George News Home Page Takeover
4. Event Passalong Cards given to local businesses
5. Event Banners Hung 3 Weeks prior to Event
6. Strong social media presence
7. Website StGeorgeChristmasVillage.com
7. Event posters hung throughout the region
8. Press Kit provided for each vendor to distribute
9. Invitation text to members of our mobile database
10. Live Remote Broadcast
11. On-Air Ticket Giveaways
12. Flyers distributed to local school district
13. Targeted email campaign (23,000 reach)



Platinum Sponsor (3 Available)

Platinum Sponsor Will Receive:

Cost - \$10,000

- Additional banners (up to three) may be displayed throughout event. - Provided by Client.
- Mention on all 420 Live On Air Mentions
- Logo on all print marketing, artwork required September 1st, 2023
- Logo and link on sponsor page of StGeorgeChristmasVillage.com - 26,753 views year one
- Inclusion on St George News \$20,000 News Package Advertising
- Tree provided for your company to decorate and display at front entrance
- Inclusion in live promotional mentions on Radio stations
- Discounted tickets at your location to St George Christmas Village for employees, customers and public
- Up to two Social Media Live Broadcasts at your location
- First right to supply giveaways at the door for Direct business to client Marketing

Silver Sponsor (5 Available)

Silver Sponsor Will Receive:

Cost - \$7,500

- Mention on On-Air ticket giveaways
- Logo on all print marketing, artwork required September 1st, 2023
- Logo and link on sponsor page of StGeorgeChristmasVillage.com
- Tree provided for your company to decorate and display at front entrance
- Limited Discounted tickets at your location to St George Christmas Village for employees, customers and public
- Up to two Social Media Live Broadcasts at your location
- First right to supply giveaways at the door for Direct business to client Marketing



Community Sponsor (24 Available)

Community Sponsor Will Receive:

Cost - \$5,000

- 1 Additional banners may be displayed throughout event. - Provided by Client.
- Exposure in front of THOUSANDS that attend the St George Christmas Village
- Additional advertising opportunities based on attraction chosen
- Logo on all print marketing, artwork required September 1st, 2021
- Logo and link on sponsor page of StGeorgeChristmasVillage.com
- Sponsored Audio Ad nightly at the Christmas Village
- Exclusivity of a main attraction
- A tree provided for your company to decorate and be displayed at the Front Entrance

Community Sponsorships Available

- Santas Workshop
- Mrs. Claus's Kitchen
- Tree Lot
- Polar Express Train
- Pictures with Santa
- Ice Rink
- Christmas Light Lane
- Drives For Charity
- Community Tree
- Photo -Ops
- Stage Sponsor
- Letters to Santa
- Breakfast with Santa
- Shopping Village
- Opening Night Ceremony
- Gingerbread Village
- Outdoor Movies
- Snow Slide
- Elves Grill
- Scavenger Hunt



Bronze Sponsor

Bronze Sponsor Will Receive:

Cost: \$2,500

- 1 Additional banner may be displayed throughout the event. (Provided by Client)
- Sponsored Audio Ad nightly at the Christmas Village
- Inclusion on Social Media Pages
- Exposure in front of THOUSANDS that attend the St George Christmas Village
- Logo and link on sponsor page of StGeorgeChristmasVillage.com
- First right to supply giveaways at the door for direct business to client marketing

Tree Sponsor

Tree Sponsor Will Receive:

Cost: \$1,750

- 1 tree provided for your company to decorate and be displayed at the Front Entrance. (Provided by Client)
- Exposure in front of THOUSANDS that attend the St George Christmas Village
- Logo and link on sponsor page of StGeorgeChristmasVillage.com
- First right to supply giveaways at the door for direct business to client marketing

November 24 - December 23
6:00 PM - 9:00 PM Mon - Sat

LC Event & Design



BOOTH SPACE RENTAL AGREEMENT

1. Company Name _____ Contact Name _____
Email Address _____ Website _____
City _____ State _____ Zip Code _____
Phone _____ Mobile _____

2. EXHIBIT SPACE

Booth Sizes: *Booth includes 1-8' draped table & 2 chairs*

Single Booth (10'x10') Whole Month	\$375	\$ _____
Single Booth (10'x10') Weekend Rate	\$75	\$ _____
Double Booth (10'x20')	\$150	

Add On: *(Must select to have available at event)*

4.

Additional 8ft Table	\$20 each	\$ _____	QTY _____
Additional Chairs	\$10 each	\$ _____	QTY _____
Power	\$50	\$ _____	QTY _____
Wireless internet	\$30 per device	\$ _____	_____

TOTAL COST OF SPACE \$ _____
Marketing Opportunities (ask sales rep for details) \$ _____
TOTAL INVESTMENT \$ _____

3. PRODUCT DISPLAYED

We will exhibit the following products and/or services. (Only the products that are listed below may be exhibited and must have Show Management approval)

Do Not Locate By:

5. SPONSORSHIP

Platinum Sponsor	\$10,000	\$ _____
Silver Sponsor	\$7,500	\$ _____
Community Sponsor	\$5,000	\$ _____
Bronze Sponsor	\$2,500	\$ _____
Tree Sponsor	\$1,750	\$ _____

6. PAYMENT - CC/Check/Venmo

PLEASE FIND MY CHECK ENCLOSED (PAYABLE TO LC Event & Design) - Mail to: 2299 S 2160 E, St George, UT 84790 \$ _____

OR

CHARGE TO MY _____ VISA _____ MASTERCARD _____ DISCOVER _____ AMEX \$ _____

CREDIT CARD ACCOUNT NUMBER

EXP DATE

SECURITY CODE

_____ VENMO- @StGeorgeChristmasVillage

CARDHOLDER'S NAME _____

SIGNATURE _____

BY SIGNING YOU AGREE TO THE TERMS AND CONDITIONS ON THE BACK PAGE

7. Signature _____ Date _____

St George Christmas Village

Nov. 24 - Dec 23 , 2023

Contract Terms & Conditions

1. Vendor is responsible for, and must obtain, all permits and licenses required for the show, including a health permit and clearance from the Utah Department of Health and Welfare.
2. Vendor's exhibit materials must meet fire and safety regulations. Authorities may confiscate or remove any non-conforming materials.
3. Vendor will not use, store or transport any hazardous materials at show.
4. No open flames or cooking grease permitted at show.
5. Vendor will not cause or permit beer, wine, liquor or any other alcoholic beverage of any kind to be sold, given away or used at the show. Unless approved by show director.
6. No smoking is permitted at the facility hosting the show (the "Facility").
7. Parking at the Facility is limited to areas designated for Vendor's employees, agents and representatives.
8. Exhibits must be fully set-up by **3:00 pm on Friday's November 24th - December 23rd**, or Vendor will be subject to a \$100.00 penalty. Vendors will be allowed to set-up from **11am to 3:00pm each Friday, November 24th - December 23rd, 2023. For those vendors that need extra time call Lauren Harwood at 208-360-2800.**
9. Vendor's exhibit must be open and staffed during all show hours: **November 24th - December 23rd Friday and Saturdays 4:00p.m. - 9p.m. Vendors will be subject to a \$350 No-Show fee.**
10. **Vendor may not dismantle its exhibit until after the show closes on Saturday's, November 24th - December 23rd at 9:00pm. Vendors who tear down early will be charged a \$350 early tear down fee.** LC Event and Design may remove and dispose of any exhibit materials remaining after this deadline (Monday's at 12:00pm) at its discretion and without liability to Vendor.
11. LC Event & Design does not guarantee attendance or booth traffic at the show.
12. Vendor may not sublet or reassign booth space without written permission.
13. Vendor will display only those products specified in the application, unless prior written approval is given by LC Event and Design at its discretion.
14. All audio or visual media played or displayed in Vendor's exhibit must be authorized in writing by the copyright owner as required by law.
15. Vendor's exhibit will not visually, physically or audibly disturb aisles or adjacent vendors.
16. Vendor will not attach any materials to columns, walls, floors or any other part of the Facility or to any furniture at the Facility. Banners may be attached with zip-ties or twine. Vendor will return its exhibit space to prior set-up condition or better.
17. LC Event & Design may reject or restrict any exhibit, in part or in whole, at its discretion.
18. LC Event & Design will assign booth space at its discretion and may change any booth assignments. Booth assignments will be posted the morning of set-up.
19. This contract is non-cancelable by Vendor. If due to unforeseen circumstances Vendor is unable to participate in the show, Vendor will notify LC Event & Design in writing on or before **September 1, 2023**. On receipt of Vendor's notice, LC Event & Design may, at its discretion, attempt to find another vendor to occupy Vendor's exhibit space. If successful, LC Event & Design may refund all or any portion of any amounts prepaid by Vendor.
20. Vendor is responsible for any loss, theft or destruction of its goods or property while at the show. To the fullest extent allowed by law, LC Event & Design and the owner/operator of the Facility, and their respective officers, directors, members, employees, agents and representatives, are not responsible for the acts or omissions of any security equipment or security personnel.
21. Vendor hereby grants LC Event & Design and its designates the right to use photographs, audio/video creations or other renderings of Vendor's exhibit space at the show for an unlimited period of time for its own purposes without compensation.
22. Vendor may not use the logo for the show or any other tangible or intangible property of LC Event & Design or the owner/operator of the Facility without prior written consent.
23. Vendor shall protect, indemnify, defend and hold harmless LC Event & Design, the owner/operator of the Facility and any person associated with the sponsorship or administration of the show, and their respective officers, directors, members, employees, agents and representatives, (collectively, the "Indemnified Parties") for, from and against any third party claims, demands, proceedings, suits and actions, including any related liabilities, obligations, losses, damages, deficiencies, penalties, taxes, levies, fines, judgments, settlements, costs, expenses, legal fees and disbursements, and accountants' fees and disbursements, incurred by, borne by or asserted against any of the Indemnified Parties that relate to, arise out of or result from Vendor's participation in the show.
24. THE INDEMNIFIED PARTIES' MAXIMUM LIABILITY FOR DAMAGES IN CONNECTION WITH THIS CONTRACT, REGARDLESS OF THE CAUSE OF ACTION, WILL NOT EXCEED THE TOTAL AMOUNT PAID BY VENDOR TO LC EVENT & DESIGN FOR EXHIBIT SPACE AT THE ST GEORGE CHRISTMAS VILLAGE. IN NO EVENT WILL ANY OF THE INDEMNIFIED PARTIES BE LIABLE TO VENDOR OR ANY OTHER PERSON OR ENTITY FOR ANY INCIDENTAL, SPECIAL, INDIRECT, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, REVENUE, BUSINESS OR GOODWILL, WHETHER IN AN ACTION IN CONTRACT, TORT (INCLUDING, WITHOUT LIMITATION, NEGLIGENCE AND STRICT LIABILITY) OR OTHERWISE, EVEN IF THE INDEMNIFIED PARTIES HAVE BEEN ADVISED OR KNEW OF THE POSSIBILITY OF THE DAMAGES. THE FOREGOING LIMITATION OF LIABILITY APPLIES EVEN IF ANY REMEDY UNDER THIS CONTRACT FAILS OF ITS ESSENTIAL PURPOSE.
25. If all or any portion of the show is not held due to war, fire, strike, government regulation or restriction, natural or public catastrophe or any other event of force majeure, LC Event & Design will refund to Vendor any prepaid amounts on a pro rate basis. None of the Indemnified Parties will be liable if the Facility is damaged from any cause whatsoever.
26. By entering into this contract the parties do not intend to undertake a joint venture. Neither party will be the agent of the other and neither party will have any authority to create or assume any obligations whatsoever in the name of the other party or on its behalf. This contract establishes a business relationship between Vendor and LC Event & Design. Vendor hereby acknowledges that LC Event & Design may communicate with Vendor via email, telephone, U.S. mail or any other method. Vendor may opt out of receiving these communications at its discretion.
27. The substantially prevailing party in any suit, action or proceeding brought in connection with this contract will be entitled to payment by the other party of all attorneys' fees, collection costs, court fees and other expenses incurred by the substantially prevailing party, regardless of whether incurred before or after judgment. All notices under this contract must be in writing. Notices will be effective if delivered personally, mailed by certified mail (return receipt requested) or delivered by recognized commercial courier addressed to the other party at their last known business address. This contract and any interpretation thereof will be governed by the laws of the State of Utah. Facsimile signatures will have the same legal effect as original signatures. This contract constitutes the entire agreement between the parties with respect to the subject matter hereof and neither party will be bound by any terms, conditions or representations not set forth in this contract. Neither party will be bound by any oral agreement or special arrangements contrary to the terms and conditions of this contract, and no agent or employee of LC Event & Design has the authority to vary any of the terms and conditions of this contract, except pursuant to a duly authorized and executed written amendment or waiver to this contract. If any portion of this contract is declared invalid under applicable law, such declaration will not affect the remaining terms of the contract, all of which will remain in full force and effect.