

2024 SANDWICH CHRISTMAS IN THE VILLAGE APPLICATION

December 7 & December 8, 2024

Started 48 years ago by an enterprising group of local craftspeople, Sandwich Christmas in the Village (CIV) has grown into a two-day holiday tradition, expanding and reinventing itself with each new generation.

What will it be like this year?

This year, 2024, we are concentrating on revitalizing the event, bringing back a few community events and adding a few. We have worked hard to secure numerous venues within the village proper and walking distance of each other; one site is dedicated to Saturday only vendors. Virtual participants are welcome, selling from their own websites. We are re-instituting the 2019 fee per artisan of \$30 to cover the costs of the web site, advertisements, signage, and other administrative costs.

We have an active Facebook page (Christmas in the Village - Sandwich NH), an updated webpage (www.sandwichchristmasinthevillage.com), and will be buying ads in local and other targeted media.

We will be counting on artisans to help pass the word around on their social media sites, and to help distribute fliers, as we get closer to the event.

Who can participate?

- Local craftspeople, artisans, authors, farmers, food providers, businesses and related holiday and entertainment providers
- Physical locations will be limited to Center Sandwich and select venues outside of downtown
- Virtual only participants can include:
 - Anyone who has participated in Xmas in the Village in the past few years
 - The only new participants eligible in 2024 are folks from Sandwich, and surrounding towns: Tamworth, Moultonborough, Center Harbor, Holderness.

What is required of participants?

- **Complete the entry form and fee by July 31.** If you would like photos of your wares to be posted online and to be used in other marketing, please send those to sandwichchristmasinthevillage@gmail.com. Listings will be added to the website as they come in. **NO listings will be added without complete data and fees.**
- Market the show through your social media and by distributing fliers.
- Please respond to customer inquiries and on-line orders as promptly as you can, especially if you are a virtual participant only.

QUESTIONS? please send an email to sandwichchristmasinthevillage@gmail.com or leave the question on our Facebook page: Christmas in the Village - Sandwich NH