

2026 SANDWICH CHRISTMAS IN THE VILLAGE APPLICATION

Saturday December 5, 10am-4pm & Sunday December 6, 10am-2pm

Started 50 years ago by an enterprising group of local craftspeople, Sandwich Christmas in the Village 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 **as we celebrate our 50th anniversary**, we continue the tradition with shared venues, such as Town Hall, Sandwich Home Industries and the Benz Center; at open studios, shops and business locations throughout Sandwich, along with virtual participants selling from their own online stores, all with coordinated information on the Christmas in the Village website and Facebook/instagram pages.

How would this work?

This event's success relies on you. As usual **we are counting on all participants to help pass the word** around on their social media sites, and to help with events, signs set up and venue management as we get closer to the event.

Aside from the website, **group marketing will focus on social media promotion**, along with press releases and online calendars of events. Participant listings, lists of locations and Interactive Google Map will be on the website and also be available to download and print. The large menu board signs will be set up on Route 25 and the signs will be available to identify each location.

How much will it cost?

This year the fee to participate will stay at **\$30.00** to cover the costs of the website, advertisements, signage, and other administrative costs. This includes your own listing on the website with a picture, description of your business/service/products with contact info, postings in Facebook/Instagram and inclusion on the online and printed maps and flyer.

Who can participate?

- Local craftspeople, artisans, authors, farmers, food providers, businesses and related holiday and entertainment providers:
 - Anyone who has participated in Xmas in the Village in the past few years
 - The only new participants eligible in 2026 are folks from Sandwich and surrounding towns: Tamworth, Moultonborough, Center Harbor, Holderness, including Virtual website only participants. Vendors from other local towns may be considered, as space allows.
- Physical locations will include shared venues Center Sandwich, and studios, farms & businesses all over Sandwich

What is required of participants?

- **Complete the entry form AND send suitable photos for the website and other marketing materials by October 6h.** Listings may be added to the website as they come in.
This year we would like you to also **SEND US YOUR STORIES AND PICTURES FROM YEARS PAST**, so I can share our illustrious history on the website, social media and press releases
NO listings will be added to the website without complete data, photos or other appropriate artwork
- **Market the show through your social media and by word of mouth**
- **If you are selling at a physical location, PLEASE STAY OPEN FOR THE HOURS YOU ADVERTISE, except if weather makes travel prohibitive. Notify me re: changes ASAP so we can update the website, Facebook & Instagram.**
- **Please respond to customer inquiries and on-line orders as promptly as you can, especially you are a virtual participant only.**

QUESTIONS? Call or text Julie Deak, Friendly Facilitator & Website Manager, at 603-707-0140.

Email: sandwichchristmasinthevillage@gmail.com Or visit our website: sandwichchristmasinthevillage.com

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TO SUBMIT YOUR APPLICATION

- EMAIL the fillable PDF file or Word doc, or print scan/photo to sandwichchristmasinthevillage@gmail.com-
- OR MAIL your form with your \$30.00 payment to:

Sandwich Christmas in the Village, PO Box 48, Center Sandwich, NH 03227

BY October 6, 2026

We prefer payment by CHECK

Have questions or more info? Contact Julie Deak via [email](mailto:julie@sandwichchristmasinthevillage.com) or 603-707-0140.

☐ Check here if would you like to be involved in general planning/organizing marketing for the event. THANKS!

Contact Name _____ Application Date _____

Business Name _____ Email Address _____

Physical Address _____ Phone _____

Mailing Address, if different _____

Website and/or other online addresses (e.g. Facebook) _____

Can customers shop online? YES NO

How would you like customers to contact you for more information?

Check ALL that apply: ☐ Link to my website/other online address ☐ Email ☐ Phone

(FOR YOUR PRIVACY If you select "Email" and/or "Phone" in this section, there will be links your email address and/or phone number, but the email address and phone number will NOT be visible your CIV website listing.)

☐ Check IF you participated last year AND would you like us to use the info and picture from last year.

You can review your 2025 listing [here](#)

Listing Information - This info will used on the CIV website, Facebook page and in other marketing.

Description goods/services/event featured at CIV _____

☐ Check IF YOU HAVE PARTICIPATED LAST YEAR AND YOU WANT THE SAME LOCATION

OR IF would like to be in a different shared venue., where would you prefer: _____

☐ Check IF YOU HAVE NOT PARTICIPATED BEFORE, AND WILL BE AT YOUR OWN LOCATION:

Event Address: _____

☐ Check IF you have NOT PARTICIPATED BEFORE, and YOU WANT A SPACE AT A SHARED VENUE, e,g Town Hall.

Vendors in shared spaces should bring their own tables(s), chair & display equipment. There is very limited availability on site Do you need a table? __ Chair? __ Other needs? _____ e.g outlet, wallspace

Open days/time: ☐ Saturday only 12/5 (10-4) ☐ Sunday 12/6 only (10-2) ☐ Both days ☐ Other _____