

# Crescendo Christmas Market Vendor Handbook

Sat., Nov. 29

Market: 12 p.m. – 5 p.m.

Concert: 5 – 7 p.m.



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## About the Market

Crescendo Christmas Market is a new effort in 2025 to encourage impactful community connections in Lake Country. Hosted by Oakwood Church in Hartland, WI, Crescendo Christmas Market is inspired by Oakwood's mission to be *a community that loves Jesus and lives to make His love known*. There are two main elements in Crescendo Christmas Market: a local Christmas shopping experience and an exceptional Christmas concert.

### Christmas Shopping Experience

Oakwood is providing **free booth space** for local artisans to sell their goods to guests at Crescendo Christmas Market. In return, Oakwood asks the vendors to **donate 10%** of proceeds to charity (see "Proceeds" for more information). Together, we can make a positive impact on the lives of those around us!

### Christmas Concert

Gracenotes Orchestra, a volunteer-based, non-profit organization, will play a Christmas concert at the end of the Christmas Market. Oakwood has hosted this concert since 2023 and wants to elevate the level of community connection it has generated. This free concert draws hundreds of people to Oakwood each year to enjoy the sounds of the season. Ensembles from Gracenotes Orchestra and the local community will also play music during the Christmas market for shoppers to enjoy.

## Mission

Initiate intentional community impact at Christmas and beyond

## Objectives

- Create a space for people in Lake Country to experience true community connections
- Positively impact our local community and beyond through generous giving as Jesus would
- Provide a space for local artisans to showcase their God-given gifts to the community

## Marketing

Oakwood Church will provide paid digital advertisements and printed materials for Crescendo Christmas Market. We encourage all vendors to follow us on social media and share our posts and other marketing efforts.

## Social Media

Facebook: <https://www.facebook.com/OakwoodChurchWI>

Instagram: @oakwood\_church

## Website

[oakwoodnow.org/ChristmasMarket](http://oakwoodnow.org/ChristmasMarket)

Oakwood Church reserves the right to share participating vendors' names, information, and images taken at Crescendo Christmas Market for promotion.

## Vendors, Products, and Proceeds

Oakwood Church reviews and approves the vendors and products. Only products approved by Oakwood Church can be displayed and sold at Crescendo Christmas Market. Oakwood staff reserves the right to request that a vendor immediately remove merchandise or promotional materials that Oakwood staff deem unacceptable. Oakwood staff reserves the right to visit each vendor to confirm products sold meet expectations.

### Vendors

**There is no booth fee to participate in Crescendo Christmas Market.** In return, Oakwood asks vendors to **donate 10%** of proceeds to charity (see “Proceeds” for more information).

Vendors who participate in Crescendo Christmas Market will receive:

- A 10'x10' space and a 6' table (by request)
- Electrical can be made available to each space
- Signs will be provided with vendor name/brand/logo as well as the organization to which proceeds are being donated

An established vendor list will be provided soon.

### Products

Crescendo Christmas Market will provide shoppers with a variety of product offering, including household goods, décor, gifts, bakery, snacks, etc. Prohibited participants and products include multi-level marketing organizations, products sold under a brand name other than the vendor's, flea market items, goods not grown or made by the vendor or goods that have been traded or bartered, and political organizations.

### Proceeds

Vendors are required to share 10% of proceeds made during the Crescendo Christmas Market with an Oakwood-approved charity. Vendors should provide the name of the charity to Oakwood as soon as possible and by Nov. 1 at the latest. If vendors do not have a preferred charity, Oakwood can provide a recommended list of its local and global partnerships.

Vendors are responsible for making payments to the charitable organization of their choice. If preferred, Oakwood can facilitate payments to its local and global partners.

Vendors must report the amount being donated for the sole purpose of sharing with the community the total impact

made during Crescendo Christmas Market. The proceed total being donated must be reported to Oakwood Church by Dec. 5.

## Licensing, Permits, and Insurance

Vendors will not be permitted to attend the market if the Event Coordinator does not have copies of permits, required licenses, tax information, and proof of insurance.

### Licensing and Permits

Vendors are responsible for full compliance with all applicable federal, state, and local laws. It is the vendor's responsibility to obtain all licenses and permits, and to pay the fees required by local and state governments. All pre-packaged items must be labeled in accordance with these regulations. A photocopy of current licensing and permit documentation must be provided to Oakwood. It is the responsibility of the vendor to provide any local and state inspectors copies of all licenses and permits required for the sale of vendor's products at the market. This includes vendor's license for goods sold for which a sales tax must be collected. Vendors understand that Waukesha County and the State of Wisconsin may require further permits for selling, depending on the goods being sold, and vendors assume responsibility for obtaining these documents. Violations of these guidelines may result in vendor being barred from further consideration.

### Insurance

All vendors must have general commercial liability, products and completed operations liability, in the form of an in-force property and casualty insurance policy at the time of the event. In advance of the event, the vendor shall provide as proof of this insurance, a certificate of insurance to Oakwood Church, naming them as certificate holder and additional insured. This certificate shall also state that Oakwood Church will be provided written notice of any cancellation of the policy at least 30 days prior to which the certificate relates. Such certificate must also state that the vendor's insurance company waives subrogation against Oakwood Church. The description box of the certificate of liability insurance must state:

"Proof of insurance for Crescendo Christmas Market at Oakwood Church, Nov. 29, 2025. Commercial general liability additional insured 'Oakwood Church, its' directors, officers, staff, volunteers, successors and or assigns' for the Crescendo Christmas Market, November 29th, 2025, subject to the terms of the policy."

Vendor agrees to indemnify, defend and hold harmless Oakwood Church, its directors, officers, employees, volunteers, successors, and/or assigns.

## Rules of Operation

### Site Guidelines

Oakwood Church is smoke-free.

Restroom areas are available for vendor and patron use. Restrooms may not be used for washing produce, preparing food, or dumping water, etc.

No live animals may be sold or given away at the market.

Solicitation and political activities are prohibited.

### Individual Booth Guidelines

Oakwood can provide vendors with one 6' table and two chairs, upon request. Oakwood also will provide one sign per vendor with the business name and charity organization name. Vendors are otherwise responsible for providing all tablecloths, containers, shopping bags, etc. for their booth. Vendors must post their vendor sign in a visible location. Booths must be staffed by the owner, operator, or employee that has direct knowledge about the products and production practices. No one under the age of 16 years can sell or maintain a booth space without an adult present. Vendor may not share their booth with any other vendors or businesses. Spaces may vary slightly due to demands of the venue layout.

### Booth Assignments

Oakwood staff has final say on where vendors booths will be located. Vendor will receive an email no later than the Tuesday before the market, which contains booth location and any last-minute reminders about the upcoming market.

### Cancellations

Vendors unable to attend are required to notify Oakwood Church either by email or phone. Vendors must notify Oakwood staff by the Tuesday prior to the event date to remain in good standing. Vendors who fail to provide proper notice may be excluded from future events.

### Set-Up and Clean-Up

Set-up times are 9 a.m. to 11:45 a.m. All vendors must be in their assigned booth by 11:45 a.m. and be ready to sell promptly at 12 p.m., and remain at the market until it closes at 5 p.m.

Clean-up must be complete by 8 p.m. on the day of the event. Please remove all trash from the space (receptacles will be provided).



## Conduct Guidelines

Please treat others as you would want to be treated. Vulgar or abusive language will not be tolerated. Any concerns, conflicts or disagreements shall be brought to the attention of the Oakwood staff. We are a family friendly market: All displays and works of art must be family friendly. No obscene, crude, illegal or inappropriate items may be displayed. Inappropriate items include and are not limited to, nudity, drug paraphernalia, and depictions of sex, violence, or illegal or inappropriate activity in any form. Display of items deemed inappropriate will result in actions up to and including immediate release from the market. No animals other than service animals are allowed at Crescendo Christmas Market.

## Contact Information

### General Contact

Oakwood Church  
3041 Oakwood Rd.  
Hartland, WI 53029  
[info@oakwoodnow.org](mailto:info@oakwoodnow.org)  
(262) 367-1212

### Event Organizer + Communications

Sarah Duwe  
Communications Director  
[sarahd@oakwoodnow.org](mailto:sarahd@oakwoodnow.org)

### Logistics and Operations

Becki Behrens  
Operations Director  
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### Pastoral Care

Matthew Haslar  
Lead Pastor  
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