

CRESCENDO CHRISTMAS MARKET

with Gracenotes Orchestra



SAT, NOV 28

Oakwood Church

Shop 12-5 p.m.

Concert 5-7 p.m.

FEATURING

Local Artisans
Exceptional Music
Intentional Impact

Crescendo Christmas Market Vendor Handbook 2026



Table of Contents

1. About Crescendo Christmas Market.....	3
2. Marketing.....	4
3. Vendors, Products, and Proceeds.....	5
4. Licensing, Permits, and Insurance.....	7
5. Rules of Operation.....	8
6. Contact Information.....	10
7. Event Photos.....	11

About the Market

Crescendo Christmas Market began 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 booth space for local artisans to sell their goods to guests at Crescendo Christmas Market. Oakwood requires vendors to **donate 10%** of proceeds to charity (see "Proceeds" for more information). Despite a major snowstorm affecting the 2025 market, vendors donated more than \$1,500 to local charities! 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

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

Event Facebook Page: <https://www.facebook.com/share/1Fn47XZi3W/>

Oakwood Instagram: @oakwood_church

Website

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

Given that this event is designed to create a positive community impact, vendors are required 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 with a 6' table and 2 folding chairs
- 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

Vendors are required to make a \$50 deposit to hold their booth space. Upon completion of the market, the deposit is returned to the vendor. In the event the vendor does not appear at the market or give notice of cancellation before 8 a.m. on Nov. 27, 2026, the deposit is forfeited and donated to the vendor's chosen charity.

An established vendor list will be available on oakwoodnow.org/ChristmasMarket.

Products

Crescendo Christmas Market will provide shoppers with a variety of product offerings, 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 or items being resold from home, 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 partnerships.

Vendors are responsible for making payments to the charitable organization of their choice. If preferred, Oakwood can facilitate payments to its local 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. 4.

Licensing, Permits, and 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 or Waiver

In advance of the event, vendors who have a certificate of insurance should provide a copy 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. 28, 2026. Commercial general liability additional insured 'Oakwood Church, its' directors, officers, staff, volunteers, successors and or assigns' for the Crescendo Christmas Market, November 28, 2026, 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.

If a vendor does not have a certificate of insurance, a waiver of liability must be completed and signed in advance of the event.

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. 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 are encouraged to decorate their space for the holiday to attract shoppers. 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. Vendors can arrive and unload their booth materials in the upper parking lot at the Side Entrance. Vehicles need to be moved to a parking space at the back of the parking lot after unloading. A representative

from the Market will be at the entrance to welcome you and guide you to your booth location.

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). Booth materials may be taken out of the building through the same Side Entrance from approximately 5 – 6:15 OR 6:45 – 8 p.m. The Crescendo Christmas Concert will be taking place from 5 – 6:30 p.m., so these time slots allow for a safe experience for concert guests.

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
(262) 367-1212

Event Organizer + Communications

Sarah Duwe
Communications Director
sarahd@oakwoodnow.org

Logistics and Operations

Becki Behrens
Operations Director
becki@oakwoodnow.org

Pastoral Care

Matthew Haslar
Lead Pastor
matthew@oakwoodnow.org

Event Photos

