



# SUPERKIDS RESALE



**Super Kids Resale** is a giant kids' consignment event that brings a couple thousand families under one roof for a **5 day shopping extravaganza**. This bi-annual event benefits local families in many different ways. Parents can make extra cash by consigning the clothes and toys that their kids have outgrown or no longer use. Then parents can save **30-90% off retail prices** on more than **100,000 items**, such as "back to school" clothes or essential gear for their newborn baby. This event also helps local families in need by donating leftover items to multiple charities.

But Super Kids Resale is more than just a clothing sale; it is an event for the whole family! If families, parents or kids are your target audience, then this is a **SUPER EASY** for you to promote your business or product. There are a variety of ways your business can participate. For example, you can set up a table during the event and interact with the crowd or you could include a coupon on our receipts that we pass out to first 2,000 customers. "**Vendor Punch Cards**" encourage shoppers to visit vendor tables. Once a customer receives 5 "punches", they are entered into a drawing for a gift basket of prizes donated by the vendors. Saturday is "Family Day" with lots of fun family activities throughout the whole day such as face painting and balloon animals. You could provide a special kid activity at your table to attract children and their parents.

Here is what 2 past vendors have to say:

- "Participating in the Super Kids Resale was a great way to launch my business in the public eye. The event provided an opportunity to meet my target demographic in a way that traditional or online marketing cannot offer. The event coordinators and staff were great, very flexible and helpful for someone new to shows, like me. I had a great time and can't wait to do it again!" *Baby Pip Squeak Owner*
- "Super Kids has helped me grow my business more than any of the events I take part in during the year." *Scentsy*



Our next sale for the **Spring/Summer** is **April 5-8, 2018 at Plaza 205 (old Office Max) in Portland**. Our Vancouver sale is October 19-22. See the following page for a list of full options of how to participate. Vendor space is limited, so sign up now! Check out [www.superkidsresale.com](http://www.superkidsresale.com) for more information on the sale. We hope Super Kids Resale can help your business succeed!

Susan VanDyke, Owner  
[susan@superkidsresale.com](mailto:susan@superkidsresale.com)  
503-866-1875

# Super Kids Resale Sponsor Application

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Web Site Address: \_\_\_\_\_

Description of Business: \_\_\_\_\_

Please circle what sponsorship options you choose and fill in the total. You can earn Presale Passes based on the sponsorship options you choose. The value of Presale Passes is listed to the right of each deal amount (ie 1PP). Use them yourself or give away as a prize in your own contest. These passes allow vendors or their guests or their contest winners to shop the **Super Presale on Wednesday, April 4 at 4pm**. We can send you your presale passes or just have your name and guests on a list at the door.

## Super Vendor Table Deals

- **6' Vendor table** at the event for entire event (please provide a product or g.c. for gift basket) **\$150 4PP**
- **6' Vendor table** at the event: (Circle what days)  
**Thursday, Friday, Saturday, Sunday** \$40 per day X \_\_\_\_ days= **\$\_\_\_\_ \_PP**  
1 Presale Pass earned for each day of participation  
*Optional to provide a product or gift certificate for the gift basket.*
- **Rent a 6ft Table from us if you don't have one to bring.** **\$10**

## Super Coupon Deals

- **500 Coupons** for your business included in our **Super Bags** given to our earliest shoppers (You print and supply the coupons to us). **\$50 1PP**
- **Receipt Coupon:** Your coupon printed on the back of 2,000 shoppers' receipts **\$100 2PP**  
(We do the printing, so you can save on printing costs).  
*Optional to provide a product or gift certificate for the gift basket.*

## Super Ad Deals

- **Banner Ad** on [www.superkidsresale.com](http://www.superkidsresale.com) for 6 months with a link to your business website **\$50 1PP**
- **Email Ad Blast:** Your ad will be included in an email sent to 6,000+ shoppers **\$50 1PP**
- **Facebook Ad Blast:** Your ad highlighted on the Super Kids Facebook Page (over 9,500 fans) **\$50 1PP**  
*Audience reached on some past posts has been between 50,000 -100,000 people*

## Super Miscellaneous Deals

- **Promotional Material** on a Display Table at exit of sale **\$20**
- **Creation of a Web Ad or Receipt Coupon Ad**  
Just send us your logo, and we can make the coupon or ad for you. **\$15**

## Super Trades

- **Trade** a meal for our volunteers for advertising (this discount for Restaurants or Food Service) **Call Susan**  
**This can include hanging a banner at the checkout stands, or typical coupon advertising.**

## Super Discounts

- **Choose any 2 deals (coupon/ad or table/coupon or ad) and receive \$10 discount** **-\$10**

TOTAL DUE \$ \_\_\_\_\_ \_PP

Please fill out the application form and sign the Waiver Form and submit with payment.

Make checks payable to **Super Kids Resale** and mail to:

**30421 NE Hurt Road Troutdale, OR 97060**

Or you can scan and send application via email and pay through Paypal.

Paypal Account: [susan@superkidsresale.com](mailto:susan@superkidsresale.com) (use Friends and Family)

## Super Kids Resale Vendor Waiver

1. The deadline for reserving a table is **Friday, March 23rd**. Payment is required to secure your spot. You can mail in a check or use Paypal. **Checks will not be cashed until this date, so go ahead and send your application and payment now. ANYONE WHO PAYS AFTER THIS DATE, MUST PAY IN CASH.** Please plan on bringing your own table or rent one from us for \$10. If you need a table, please request one on the application so that we can plan on renting one for you. We need to know the quantity for tables by this date.
2. The deadline to submit artwork for the receipt coupons is **Friday, March 23rd**. Coupon size should be 3.5" tall by 2" tall. Please provide the artwork at 300 dpi in a jpg, gif or pdf. If you would like us to create the ad, there is a \$15 creation fee. Just send us your logo and tell us what you want the coupon to say.
3. The deadline to submit Super Goody Bag inserts is **Monday, April 2<sup>nd</sup> by 8pm**. A coupon is requested, such as "\$5 off a purchase of \$25 or more", or "10% off one item". Maximum size of material should be 5.5"x8", or folded if larger. Informational material can be submitted if in conjunction with a special offer or free promotional item, such as a pen. Goody bag inserts may be submitted before the sale or can be delivered to the sale location between **March 31 and April 2** (check with Susan for times).
4. The deadline to submit Promotional Items for the Combined Vendor Display Tables is by **Tuesday, April 3rd at 8pm**. These items may be submitted before the sale or can be delivered to the sale location between **September March 31 and April 3** (check with Susan for times).
5. Vendors may set up tables at **8am on Thursday and 8:30am on Friday-Sunday. If you come later, that is Ok.** Doors open at 9am to the public. Vendor table locations are assigned based on sponsorship levels and date payment is received, unless special requests are made for electricity. Vendor items need to be **removed by Sunday, April 8th at 6 pm**.
6. Super Kids Resale shall not be held responsible for any items left on your table in your absence, or during the sale. Super Kids Resale is not liable for any theft or damage to any vendor items. If you choose to leave before the end of the sale, just let us know. Super Kids Resale shall also not be held responsible for any injury that may occur to the vendor, or any individual participating in the vendor's space during the sale. The vendor is responsible for storing their merchandise overnight.
7. Vendors are allowed to shop the sale beginning on Thursday morning, and continuing thru Sunday at 5pm when the sale ends, unless you have a presale pass. Do not leave merchandise that you want to buy under your table overnight. Please purchase your items each night before leaving.
8. Website banner ads shall be 150 pixels wide by 100 pixels tall and saved in a jpg or gif format. Or, we can create one for you for a \$15 set up fee. Just send us your logo. Banner ads are visible on every page of the website. Your ad will link to the website listed in your application.
9. Email ads can be either 1 image containing all the information (up to 400w x 300h pixels) or you can supply up to 100 words with your logo. Facebook page ads should be just text with a link to your site. You could offer something to encourage shoppers to visit your table at the sale.
10. No two vendors can sell the same product line, but there is no exclusivity to product type. IE there can be 2 vendors at the sale with a weight loss product, but not 2 vendors selling the same exact product.
11. Please let us know if you need electricity at your table. This may not be available for everyone.

### Vendor Table Hours

**Thu, April 5 from 9am to 8pm: Set up at 8am**

**Fri, April 6 from 9am to 8pm: Set up at 8:30am**

**Sat, April 7 from 9am to 5pm: Set up at 8:30am**

**Sun, April 8 from 9am to 5pm: Set up at 8:30am**

I agree to the guidelines and terms of the Super Kids Resale Waiver:

Signature: \_\_\_\_\_ Company Name \_\_\_\_\_

Date: \_\_\_\_\_