



Good afternoon,

As part of the Hilltops Region Summer Marketing campaign we will be hosting a Virtual Market and we are inviting all businesses within 100kms of the Hilltops Region to take part.

What is a virtual market?

A virtual market is a market held online. In this case it will be held on the Hilltops Region Instagram page. Hilltops Tourism will create posts and stories which will be shared on the page and linked to the individual business accounts.

Is my business eligible to take part?

There are conditions to be able to take part in the Hilltops Region Virtual Market:

1. You will need to have a business Instagram page.
2. You will need to be able to facilitate online or over the phone sales (please note that if you are using over the phone sale, you will need to be available all weekend, including at night, when a lot of people shop).
3. You will need to offer a sale using the discount code 'HILLTOPS' for the duration of the markets
4. You will need to understand how to add a frame to your image. The Hilltops Tourism team can assist with this & an instructional video can be provided, but we will have minimal capacity during this time.
5. You will need to meet the posting obligations. There will be set dates and times when certain content will need to be posted to boost the markets reach. This will be outlined in further detail once your application has been received and approved.

Hilltops Tourism will provide all Virtual Market digital content. However, you will need to provide high quality images of your product/s.

If this sounds like something you would like to be a part of, please complete the attached application and return it to vic@hilltops.nsw.gov.au by **Friday 13 November 2020**.

Yours Sincerely

Lauren Frith-Asagrim & Emma Hill

Hilltops Tourism

Hilltops Tourism and Events
Locked Bag 5
Young NSW 2594

Phone: 1800 628 233
Email: vic@hilltops.nsw.gov.au
visithilltopsregion.com.au



HILLTOPS SUMMER VIRTUAL MARKETS
Friday 4 December 2020 4.00pm -
Sunday 6 December 2020 4.00pm
Applications Close Friday 13 November 2020

Section 1 – Business details (Please print clearly and complete all sections)

I wish to apply to partake in the Hilltops Summer Virtual Markets from **4.00pm Friday 4 December – 4.00pm Sunday 6 December 2020.**

Note: Please ensure you read **ALL sections** carefully prior to completing this application form.

Business Name (Please also provide ABN if applicable):
Description of goods to be sold:
Contact Name:
Address:
Mailing Address:
Phone Number (Contact number during daytime hours):
Mobile:
Email address:
Website:
Instagram Handle:



Section 2 – Terms and Conditions

As a virtual stallholder, I understand that:

1. New stallholders are required to provide images of products for consideration. **Not all stallholder applications are accepted.**
Note: Stallholders may be precluded from selling certain items.
2. Photographs/film will need to be provided to the Hilltops Council Tourism and Events Team for media and promotional purposes, these images must be of a high standard and resolution.
3. All participating businesses must have an Instagram Page & be able to sell online or over the phone.
4. Promotion of the markets on the businesses page must feature graphics provided by Hilltops Tourism and be published on set days – a calendar of publication will be provided to successful applicants.
5. Your business must be within a 100km radius of the Hilltops Region to be included in the Summer virtual markets.
6. Hilltops Council reserves the right to reject any stallholder application, or any stallholder on the day of the event if these terms and conditions are not being met.
7. **Once your application has been approved, payment is required prior to November 27, 2020. There will be no refunds offered past this point.**
8. Participating stalls must be willing to offer a virtual sale or sale items with the discount code HILLTOPS for the duration of the virtual market.

Section 3 – Payment Details

Payment Details:

There is a fee of \$50, to participate in the Hilltops Region Summer Virtual Markets. All stallholders will be invoiced by Hilltops Council. Please follow payment methods on the invoice

I have read and agreed to comply with **ALL** the Terms and Conditions for the 2020 Hilltops Summer Virtual Markets.

Contact: _____ Signature: _____ Date: ___/___/2020

Please return your Stall application to: The Young Visitor Information Centre
Locked Bag 5, Young NSW 2594
Email: vic@hilltops.nsw.gov.au
For enquiries please phone: 1800 628 233