



Vendor Partner Kit

# PARTNERING WITH JBF FOX CITIES



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## **Together We Give**

In this time of uncertainty, there's a fundamental truth that gives us hope – that together we can do extraordinary things. Over the past few months, the entire world has been coming together to stand up, help out, give back, and heal. Whether that's through donations to community organizations, celebrating doctors and nurses at shift changes, or reaching out to a neighbor to help with groceries, generosity has been helping the entire world get through this global pandemic. Together.

2020 affected small businesses in more ways we could ever imagine. For JBF, that meant we couldn't meet the needs of thousands of growing families. I am sure that meant the same for you, your clients and even your employees. As we start to rebuild with pivoted business models, smaller budgets and newly developed ways of spreading the word, one thing we learned this year is that small business owners are nothing if not resilient.

JBF would like to help companies, like yours - fellow community supporters, with an opportunity to showcase your products or services. Our sales are visited by hundreds of local families. Please accept this invitation to learn more about becoming a sponsor this season!

As you read through our sponsor partner kit, you will find pricing and contact information. Please feel free to contact me with any questions. I looking forwarding in supporting the community - together.

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**Small Business Big Dreams #shoplocal**



## Why Partner with our Just Between Friends Sale?



We understand. You need a reliable business partner who is easy to work with that brings quality services and experiences to the community to increase your reach. We want that, too!

We are a local, community-serving event that helps hundreds of families in our area make money and save money twice a year. We'd love for you to explore working with us to be a part of these sales.

### Advantages to You:

- Repeat business with a reliable partner: We value long-term relationships with valued business partners.
- Smart business for the community: It's a community sale FOR local families BY local families.
- Our sale is centered around families with children from infant-teens.

### What participants say:

We LOVE the feedback we get about our sales as that helps us make them even better!

Check out what some recent participants had to say:

"It's recycling at it's best! Clothes, toys, etc. that have a lot of life left in them can be bought a fraction of their price. JBF insures that the quality is good and the variety is huge. It's run smoothly and efficiently by really nice people!" ~Mandy Freeman, Consignor

"Very well organized. Everything displayed nicely, labeled well, with plenty of space to move around in to shop. Staff is very friendly and answers any questions you have about location of items in store or any other questions you might have. A very nice shopping experience."

~ Kathy Metchtel, Shopper + Consignor

### One More Thought:

We are about creating relationships—relationships where families help families, communities come together to support each other, and more good is done in today's world. We are about creating "win/win/win" outcomes for all those with whom we work. While we know that making money is important, it's not the only thing that matters. Our goal is to partner with sponsors who feel the same way. Let's work together to do more good and to do it well.

**We look forward to creating a relationship that helps grow your business!**

**Thank you for thinking about doing business with us!**



## About Just Between Friends of Fox Cities



### **Family Owned & Operated:**

Hi, my name is Robyn, I am the owner of JBF Fox Cities. As a mom of 3 kiddos; Emily (23), Evan (11), & Elliot (8). I totally get it - raising children is EXPENSIVE! Our family loves being able to offer this community sale to local families. We began serving the Fox Cities in fall of 2020 and believe that all families deserve access to high quality items at 50-90% off retail prices.

We also help local Charity Partners to whom we donate unsold items at the end of each sale. To date, we're so thankful to our generous consignors for donating more than \$5000 in in-kind donations!

### **SALE LOCATION**

'Old' Learning Shop building; 4705 W. College Ave, Appleton, Wi

### **Frequency:**

Twice a year (spring & fall)

### **Website:**

[www.oshkosh.jbfsale.com](http://www.oshkosh.jbfsale.com)

### **Sustainability Initiative:**

Reuse & recycle—resulting in less impact to the environment & landfills.

### **Community-Centered, Community Serving:**

- We are focused on helping families in the communities we serve & giving back.
- Unsold items that consignors choose to donate are donated to our local charity partners at the end of the sale.

### **What Our Customers are Saying:**

Best place to get quality clothing and toys for affordable prices!!!

~ Sara, mom of one and one on the way

So grateful for the opportunity to get an entire new wardrobe for my girls at an amazing price! JBF is also my favorite place to buy affordable birthday and Christmas gifts for my girls!

~ Kim, mom of 2 (soon to be 3)

Definitely the best consignment sale in the Fox Cities to shop and consign at!!

~Alisha, mom of 1 girl #ilovejbf

**Unsold items are donated to local family-serving charities!**



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## VENDOR PACKAGES

### **HUGE Children's Sale!**

#### **SALE DATES:**

**Spring & Fall**

**(check website for exact dates & times)**

#### **LOCATION:**

**'Old' Learning Shop Bldg**

**4705 W. College Ave, Appleton, Wi**

#### **DEADLINE:**

**Space is limited...so RSVP TODAY!**

**Submission deadline is TWO weeks  
prior to the sale**

#### **INTERESTED:**

**Email / Call / Text**

**robbyntremmel@jbfale.com**

**414.379.0451 Cell**

#### **COMMUNITY SPONSOR**

PRICE:

Saturday ONLY: \$125

Tues & Wed ONLY: \$150

Tues, Wed, & Sat: \$175

Tues - Sat (entire sales event): \$225

What's included in this package:

- 1 - 6ft table & 2 chairs
- Your company banner hung during the entire sales event. Banner size is 2ft x 4ft with grommets and dropped off to the event on Monday of the sale week
- 2 - Spotlight Facebook Post (one prior to sale & one during sale week)
- Exclusive email blast highlighting all sponsors
- Your company's name listed on our JBF Sponsor Webpage with logo & link to your website for 3 months
- Flyers / Business Cards (you must provide) placed in shoppers bag for the entire sale week
- Early shopping pass for you + 1 guest to shop our sales event!

#### **SUPPORTING SPONSOR**

PRICE: \$50

What's included in this package:

- Your company banner hung during the entire sales event. Banner size is 2ft x 4ft with grommets and dropped off to the event on the Monday of the sale week
- Your company's name listed on our JBF Sponsor Webpage with logo & link to your website for 3 months
- Flyers / Business Cards placed in shoppers bag for the entire sale week (you must provide the flyers)

**We look forward to creating a relationship that helps  
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## ABOUT OUR COMPANY



Co-Founder and CEO Shannon Wilburn along with items from a JBF sale:  
 "If you had asked me how big this business could get over 20 years ago, my wildest dreams would not have been this!"

### From a \$2,000 living room sale to a \$34.5 Million Nationwide Franchise System



- Just Between Friends (JBF) is a franchise system of pop-up consignment sales that started as a living-room sale in 1997 in Tulsa, Oklahoma that grossed \$2,000.



- In 2019 more than 300+ sales have grossed \$34.5 million in system-wide sales



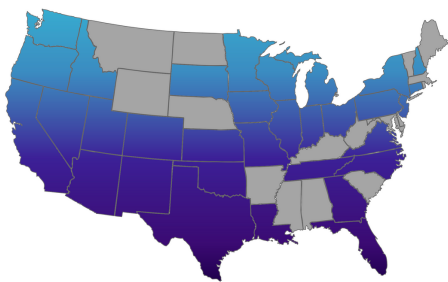
- Today there are more than 160 sales in 32 U.S. states



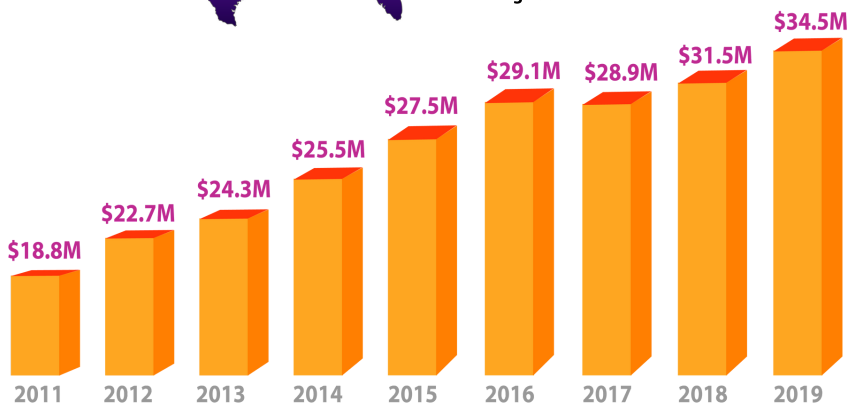
- Each sale is typically open 3 to 5 days two times a year—we are event-based



- Those sales serve more than a million families who save big money (50-90%) on items they need while countless others earn cash by selling their items



There are 158 Franchisees who operate sales in 32 states across the country. Each sale is owned and operated by someone who lives in that community. That's one of the reasons we care so deeply about helping our neighbors.



- Each sale also supports at least one local charity with in-kind donations and, in many cases, cash. Since beginning, Just Between Friends sales have donated more than \$28 million in in-kind and cash donations to hundreds of charities across the country.



Contact Us Today! [robymtremmel@jbfsale.com](mailto:robymtremmel@jbfsale.com)