



2021 Saint Paul Winter Carnival January 28th – February 7th

Greetings from the Saint Paul Winter Carnival!

The Saint Paul Festival and Heritage Foundation, a 501(c)(3) organization, is proudly underway in developing plans for the 2021 Saint Paul Winter Carnival, to be held January 28-February 7, 2021, and are anxiously waiting to reveal our 2021 Carnival buttons! As part of our annual Button Program, we invite you to join us in the upcoming celebration by participating as a local button seller.

The annual Button Program is our largest fundraiser and the longest Winter Carnival tradition. Sales from Winter Carnival buttons allow us to continue to plan free festivities for all of our community to enjoy and are an admired keepsake that often gets passed down through generations of Winter Carnival supporters. Your participation in the promotion and sale of the official Winter Carnival buttons helps ensure this event will remain the nation's oldest winter festival for years to come!

Each year, we depend on local businesses like yours that partner with us to sell buttons on-location, helping us spread our fundraising efforts throughout the Twin Cities and metro areas. This year, we are also asking sellers to add buttons to their online ordering processes for increased traffic and to navigate current state regulations.

In addition to supporting our 135th celebration, organizations selling buttons earn commission on button sales. As a button seller, you'll earn \$.50 for every \$5.00 single button sold and \$1.50 on each \$19 4-button value pack. The more you sell, the more you earn! For more detailed program information, please refer to the enclosed Button Program FAQs.

To participate in this year's program, please email your enclosed order form with the number of buttons you wish to sell to button@spfhf.org by November 24, 2020. You may also place your order online at www.wintercarnival.com under the "Button Central" tab. If you have inquiries on previous orders, please contact the office at (651) 223-7400.

We greatly appreciate your past and continued support of the Saint Paul Winter Carnival and are looking forward to working with you this year!

Sincerely,

Deb Schaber, *President*
Saint Paul Festival and Heritage Foundation
651-223-7400 | office@spfhf.org



2021 SAINT PAUL WINTER CARNIVAL BUTTON PROGRAM FAQs

- The Saint Paul Winter Carnival dates are January 28 - February 7, 2021
- The official Winter Carnival buttons go on sale Saturday, December 5th, 2020. The commemorative buttons continue to be an admired collector's item, with money-saving coupons and chances to win great prizes included in the button card.
- Customers can register their button for a chance to win great prizes. More details on the raffle will be located in the button card or at WinterCarnival.com.
- **Prices:**
 - Single buttons = \$5.00
 - 4-pack (Value Pack) = \$19.00. The Value Pack includes all 4 button designs.
- The button cards and value packs are bar coded for easy tracking and bookkeeping.
- **Ordering:**
 - Buttons can be ordered using the enclosed order form or by visiting the Button Central tab on WinterCarnival.com.
 - Additional buttons can be ordered as needed via button@spfhf.org or by calling our office at (651)223-7400.
- **Delivery:**
 - Button deliveries will be made the first week of December and will require a signature. Your delivery will include:
 - Your ordered buttons
 - 2 invoice/shipping receipts
 - A promotional poster
 - A point-of-purchase display holder to assemble
- **Payment:**
 - At the end of the Carnival, a return form will be sent to you with details regarding sales. A credit will be issued for any unsold buttons and they will be picked up promptly from your location.
 - An invoice/bill for the total number of buttons received (less your returns and commission) will be sent to you at the close of the program.
 - If you choose, the commissions you collect may be granted back to the Saint Paul Winter Carnival as a tax-deductible donation.

If you have any further questions, please do not hesitate to contact:

Saint Paul Festival & Heritage Foundation

Office@spfhf.org | (651) 223-7400