

# 2026 NORTH POLE YOUNG ENTREPRENEURS MARKET

## YOUTH VENDOR INFORMATION & APPLICATION GUIDE

*Celebrating the creativity and entrepreneurial spirit of Bertram's young community members!*

### ABOUT THE PROGRAM

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The North Pole Young Entrepreneurs Market gives young business owners in the Bertram area a real opportunity to sell products they have personally created or designed. This is their business — from making the product to running the booth. Parents and guardians are there to support and supervise, not to run things for them.

This is a new addition to Bertram Country Christmas for 2026, organized by the Bertram Country Christmas Committee. We're starting small and keeping it low-key as we learn what works best for our young vendors and their families.

### Why Should My Child Participate?

Christmas movies are full of one big lesson: the magic doesn't just happen — somebody has to make it. This December, give your young entrepreneur the chance to be that somebody.

The North Pole Young Entrepreneurs Market isn't just a craft table — it's a real business, start to finish, run by your child. In just a few weeks of prep and one festival day, they'll practice skills most adults are still working on. Parents: use this list to guide your young entrepreneur and talk through each step together — the learning happens in the doing, not in having it done for them.

#### Before Market Day, they'll learn to:

- **Create & Produce** — Design and make their own product, start to finish.
- **Price & Track Expenses** — Figure out what it costs to make their product, and what's fair to charge.
- **Set a Goal** — Decide what they're working toward. Saving for something specific turns "making ornaments" into "earning my own money for \_\_\_\_."
- **Manage Their Time** — Plan backward from December 5 to figure out how much to make, and by when.
- **Track Inventory** — Know exactly what they're bringing to sell.
- **Market Their Booth** — Decorate, design signage, and spread the word with flyers or social media.
- **Apply for Their Own Booth** — Fill out their own application and understand what it takes to earn a spot.

#### On Market Day, they'll learn to:

- **Set Up & Run a Booth** — Build their cash box, set up their display, and get ready for customers.
- **Sell & Serve Customers** — Greet strangers, explain their product, and confidently ask for the sale.
- **Handle Money** — Take payment and make correct change, in real time, under a little pressure.
- **Solve Problems on the Fly** — Adjust when something doesn't go as planned.
- **Build Resilience** — Stay friendly and confident even when someone says "no thanks" — and keep going.

*That's not a craft project. That's a small business education, condensed into one holiday season.*

**Your job? Coach, don't take over. Talk through pricing and goals together at home. Help with setup. Then step back on market day and let them run their booth. The confidence they walk away with is the whole point — and it's something no toy under the tree can give them.**

*Encourage your young entrepreneur to decorate their booth! A well-presented, eye-catching booth is one of the best lessons in marketing — and it's part of the fun.*

# FESTIVAL LOCATION, DATE & HOURS

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Downtown Bertram, Texas

Saturday, December 5, 2026 • 9:30 AM to 4:00 PM

All Young Entrepreneurs Market booths will be located together in one designated area of the festival. The exact location is still being finalized and will be shared with accepted vendors ahead of the event.

## ELIGIBILITY

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- Participants must be ages 10–17 at the time of the event. Siblings are welcome to work together under one application — all participating youth must be between the ages of 10 and 17.
- Products must be created, designed, or produced by the participating youth. Each participant should be able to describe their products and explain how they were made.
- A parent or legal guardian must be present and on-site at all times during the event.
- Commercially purchased finished items for resale, direct-sales or MLM products, and items primarily made by a parent are NOT eligible.
- Raw materials and blanks (for example, plain wooden ornaments, beads, or blank tote bags) may be purchased and then decorated, assembled, or transformed by the child — that counts as their own product. Reselling a finished item as-is does not.

## WHAT CAN YOUTH VENDORS SELL?

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Products should be handmade, designed, or substantially created by the child. Examples include:

- Jewelry or accessories made by the child
- Original artwork, prints, or greeting cards
- Christmas ornaments or holiday decorations
- Crochet, knitted, or sewn items
- Baked goods (Texas Cottage Food Law compliant)
- Pet treats
- Wood crafts or 3D-printed items designed by the child
- Candles (adult-supervised production required)
- Stickers, bookmarks, or handmade cards

### **NOT allowed:**

- Finished items purchased commercially and resold as-is (raw materials/blanks that the child decorates or assembles are fine — see Eligibility above)
- Items primarily made by a parent or adult
- MLM or direct-sales products (Scentsy, Avon, etc.)

## APPLICATION INFORMATION

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**Application Deadline: October 1, 2026, or when all spaces are filled — whichever comes first.**

With only 6–10 spaces available, early applications are strongly encouraged.

**Booth Fee: \$35 per 10×10 booth space (Non-Refundable).**

Spaces are very limited — only 6 to 10 youth vendors will be accepted. Submitting an application does not guarantee a space. Applications are reviewed by the Bertram Country Christmas Committee to avoid direct duplication of products and to create the best possible variety for vendors and attendees.

Notification timing: The Committee meets monthly to review applications, so it may take several weeks to hear back — longer than our general vendor process. Please plan accordingly, and don't worry if you don't hear right away!

*Business lesson: Just like in the real world, acting promptly matters! With limited spaces and an October 1 deadline, young entrepreneurs who apply early have the best chance of securing a spot.*

**Payment: Online payment due within two weeks of acceptance notification.**

Sales Tax: Youth vendors are responsible for understanding and complying with Texas sales tax requirements. Bertram's rate is 8.25%. Questions about Texas Cottage Food Law exemptions should be directed to the Texas Comptroller's office.

## APPLICATION REQUIREMENTS

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Each application must include:

- Name and age of each participating youth (siblings may apply together under one application)
- Parent or guardian name and contact information
- Business name
- **A complete list of every product to be sold**, including what it is and how the youth made it. This list is used to check for duplication with other applicants and to confirm all products meet the handmade-by-the-youth requirement.
- At least one photo of products (a booth setup photo is encouraged if available)
- Business story: Why did you start your business? What inspired your products? What are you saving for?

*Tip: The business story matters! Our attendees love learning about our young entrepreneurs. Families who share their child's story on social media before the event help build excitement — for the festival and for your business!*

## BOOTH SPACE & SETUP

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Each youth vendor is assigned one 10×10 booth space. The festival provides the space only — vendors must supply all setup materials, including:

- Table (folding or display table of your choice)
- Chairs
- Tent or awning (if desired; not required)
- Tent weights — minimum 50 lbs per leg if using a canopy. No stakes permitted on paved surfaces.
- All display items, shelving, racks, and signage
- A clearly visible business name sign — required

**Decorate your booth! Booth decoration is part of the experience — it's a young entrepreneur's first lesson in visual marketing and how presentation draws customers in. We encourage festive, creative booth displays.**

All tents, tables, and displays must remain within the assigned 10×10 space.

No water hookups, ice, Wi-Fi, or electricity are available. Vendors requiring power must bring a quiet battery-powered pack.

No vehicles allowed in the booth area during festival hours — hand carts encouraged.

Vendor Check-In & Load-In: 6:00 AM – 8:30 AM. All vehicles must be removed from the festival area by 9:00 AM. Youth vendors are encouraged to arrive early to allow plenty of setup time.

## PARENT / GUARDIAN RULES

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This is your child's business — your role is to support and mentor, not run it. Siblings are welcome to work as a team, and that team spirit is part of the learning. Whether it's one child or two working together, the Young Entrepreneurs Market is designed to give young people real experience creating their products, pricing them, marketing their booth, and handling sales themselves. Please encourage your youth to take the lead in every part of the day.

### Parents and guardians ARE expected to:

- Remain on-site and within reasonable proximity to the booth at all times
- Help with setup and breakdown of the booth, alongside the child
- Coach and guide — talk through pricing, change-making, and customer interactions with your youth beforehand, and step back during the event to let them apply it
- Step in during genuine emergencies or if your youth need assistance

### Parents and guardians should NOT:

- Conduct sales, negotiate prices, or speak on the child's behalf with customers
- Operate the booth while the child is absent (brief breaks excepted)
- Answer product questions for the child unless safety requires it
- Create or make the products being sold

## EVENT RULES

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- Booths must be open and staffed from 9:30 AM to 4:00 PM
- No early teardown — booths must remain open until 4:00 PM
- Vendors are responsible for cleaning their booth area and disposing of all trash after the event
- This is an outdoor event held rain or shine — come prepared for all weather conditions
- Respectful, courteous behavior is expected from participants and accompanying adults at all times

The Bertram Country Christmas Committee reserves the right to remove any vendor not in compliance with program rules. Booth fees are non-refundable.

## A NOTE ABOUT YEAR ONE

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The North Pole Young Entrepreneurs Market is brand new for 2026. We're keeping things simple this first year. Our focus is on giving young entrepreneurs a fun, low-pressure introduction to running their own business. We're excited to see how it goes and may grow the program in future years!

## HOW TO APPLY

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Apply online: <https://bertramcountrychristmas.fillout.com/t/qRFeLjwSE4us>

Email questions to: [BertramMarketsFestivals@gmail.com](mailto:BertramMarketsFestivals@gmail.com)

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