

SPECIAL EVENTS AT BLACK WILLOW



HI FRIEND!

Thank you for inquiring about our special events here at Black Willow! First, let us introduce ourselves.

At Black Willow, we are dedicated to providing feminine, trendy clothes to the women of Prosper and beyond! We carry apparel, accessories, footwear, and gifts for the active, fashionable woman who wants to feel beautiful and empowered no matter what she's wearing.

Black Willow is owned by us - Ashley & Haley. As sisters with a huge passion for fashion and community, we love every chance we get to combine the two. That's why special events are some of our favorite days of the year! We love to support your organizations, celebrate your birthdays, host customer appreciation events, and whatever else you'd like us to partner with you in doing.

Below, we've provided some details about how our special events run. If you have any questions or comments, let us know! We're here for YOU.

~Ashley Sawyer & Haley Horton
Owners, Black Willow Boutique



SPECIAL EVENT DETAILS

<i>Who can host an event?</i>	Anyone! We love to host fundraisers for schools & sports teams , birthday parties , and customer/teammate appreciation events .
<i>What does Black Willow give back?</i>	We give 15% of the proceeds from the event back to the host. If you're raising money for an organization, we'll have a check available for you 16 days after the event. If you're hosting for another purpose, we'll offer <i>either</i> 15% off purchases made during the event <i>or</i> a kickback to the host 16 days after the event.
<i>What does Black Willow Provide?</i>	• The staff, storefront and everything you need for a successful event! • Light snacks & refreshments (upon your request). • Unique discount code to be used by out of town supporters. • 2-3 social media images to be used to market your event (upon your request).
<i>What do I need to do?</i>	• <i>Get your people to the event!</i> Our most successful events are the ones that are the most consistently marketed. Emails, social media posts, text reminders, and flyers are all great options. • Bring any additional decor & signage you'd like to have at the event.
<i>What does the day look like?</i>	• Spirit Days / Fundraisers: Your supporters are able to shop during the entire day! Most days, our storefront is open from 10am-6pm. When they arrive, they'll simply mention your organization during checkout. • Other events: The specifics of birthday parties, customer appreciation events, etc are handled on a case by case basis.
<i>What about our out-of-town supporters?</i>	Black Willow provides a discount code for your out of town shoppers to use! This will provide them with free shipping and will guarantee that their order is attributed to your event.
<i>When should I book?</i>	As soon as possible! We typically book events 8-12 weeks in advance. This will guarantee the date you want and allow you enough time to market it.

We would love to work with you on your next Special Event! Have a few more questions? Ready to move forward? Have another special event idea? We want to hear it!

Email us at Hello@blackwillowboutique.com to get rollin’.

