



# The 2021 Shop Black Holiday Market

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In partnership with Vistaprint, the Washington Football Team's Black Engagement Network (BEN) will launch its first-ever Shop Black "holiday market" in the Bud Light Party Pavilion on Nov. 29 as part of the Washington vs. Seattle Monday Night Football [Inspire Change](#) game.

**What is Shop Black?** We encourage our fans to support the Black-owned small businesses that serve our community. The Washington Football Team's Black Engagement Network developed a Shop Black Shopping & Dining Directory, a curated list of small businesses from all over the DMV owned by African Americans. The directory was created in November of 2020 to allow businesses to utilize the Washington Football Team's platform to accelerate their businesses. Companies have reported growth in sales and more traffic to their businesses. Past programming has included a small-business bootcamp, COVID relief grants, and features on the WFT Social Media page

**The Black Engagement Network:** The Washington Football Team's Black Engagement Network (B.E.N.) has a mission to create a diverse and inclusive culture within the NFL for employees at every level. We seek to acquire, develop, and retain African American talent, while serving the communities in which we live, work and play.

## By participating in the Shop Black Holiday Market you will receive:

- Opportunity to sell your products and promote your business to the tens of thousands of Fans attending the game
- Reusable custom Signage for your business provided by Vistaprint\*
- Custom brand and marketing toolkit provided by Vistaprint\*
- Small Business Marketing Best Practices Guide powered by Vistaprint\*
- \$100 Vistaprint voucher to order additional marketing materials ahead of event
- Promotion of event to Washington Football Team fanbase with opportunity for business spotlights and features
- Inclusion in [washingtonfootball.com/shopblack](http://washingtonfootball.com/shopblack) directory

*\*Available to all early-bird registration, limited availability after November 7<sup>th</sup> Early-bird registration deadline*

**How to Participate:** Final businesses will be selected by the Washington Football Team's Black Engagement Network and will be notified by Tuesday, November 9.

- Apply at [washingtonfootball.com/ShopBlackHolidayMarket](http://washingtonfootball.com/ShopBlackHolidayMarket) by noon EST Monday November 8
- Questions can be directed to [marketing@washingtonfootball.com](mailto:marketing@washingtonfootball.com)

## Onsite Support:

- One 6 ft table
- Custom branded tablecloth provided by Vistaprint
- Electrical & WiFi connection
- Gameday credentials and stadium access
- One stadium parking pass
- Outdoor space heater and weather coverage shared with other participating businesses

## What you'll need to bring:

- Display items and/or products for sale
- Point-of-Sale payment processing – options for WiFi or hardwire connection available
- Point-of-Sale product packaging if distributing items
- Optional additional marketing materials such as business cards and product displays.