



Request for Applications

The United Country Western Dance Council® is an international organization which promotes country western dance by producing festivals and competitions in over 25 countries, representing over 2,000 dancers. We host the annual Country Dance World Championships® and European Open Championships for couples, teams, and line dancers. We advocate country dancing as a social activity for people of all ages and abilities.

The United Country Western Dance Council is seeking a vendor for the Worlds Country Store at the Country Dance World Championships.

The week-long event is attended by over 1200 competitors, families, and spectators from over 20 countries. The event is held at the beginning of each year in various locations in North America. Event venues are hotels with associated event space to accommodate the large number of attendees.

You are invited to submit your application in accordance with the requirements set forth in the attached contract.

Please submit your application and any questions via email to Helen Matthews at financialoversight@ucwdc.org.

Thank you for your time and interest in the Worlds Country Store vendor position.



The United Country Western Dance Council® is seeking to select a vendor to procure and exclusively sell Country Worlds Dance Championship merchandise at the Worlds Store during the Country Worlds Dance Championships held annually in January.

The selected vendor will be responsible for the following:

- \$1000 vendor fee, plus 10% of gross sales up to an maximum of \$1000 for exclusive rights to use the Country Worlds Dance Championship logo in accordance with the UCWDC Name and Usage Policy
- Provide the Country Worlds Dance Championship Director, Assistant Director, Marketing Director, and Contest Director with advance copy of any “special logo” at minimum 120 days prior to the start of the event
- Procure and sell Country Worlds Dance Championship merchandise at the Worlds Store
- Provide staffing for the store, suggested hours can be reviewed once a timed schedule is available
- Open for business starting with the Sunday of the event through Saturday finale
- Payment processing and the supporting internet connection (Wi-Fi can be purchased from the hotel AV service at most locations)
- No merchandise other than Worlds related items can be sold by the Worlds Store

The UCWDC will provide the following:

- Exclusive rights to design and sell merchandise with the Worlds logo
- Four event passes for Worlds Store staff
- Group block rate for sleeping rooms prior to the block deadline or sold out, whichever comes first
- Use of any UCWDC owned Worlds Store fixtures, displays, and signs
- Premium, visible space at annual Worlds event
- Ongoing sales/marketing support

Upcoming events:

- Worlds 2026: Arizona Grand Resort & Spa (Phoenix, AZ) Dec 28, 2025 – Jan 4, 2026
- Worlds 2027: The Omni Dallas (Dallas, TX)
- Worlds 2028: Rosen Centre Hotel (Orlando, FL)
- Worlds 2029: Arizona Grand Resort & Spa (Phoenix, AZ)

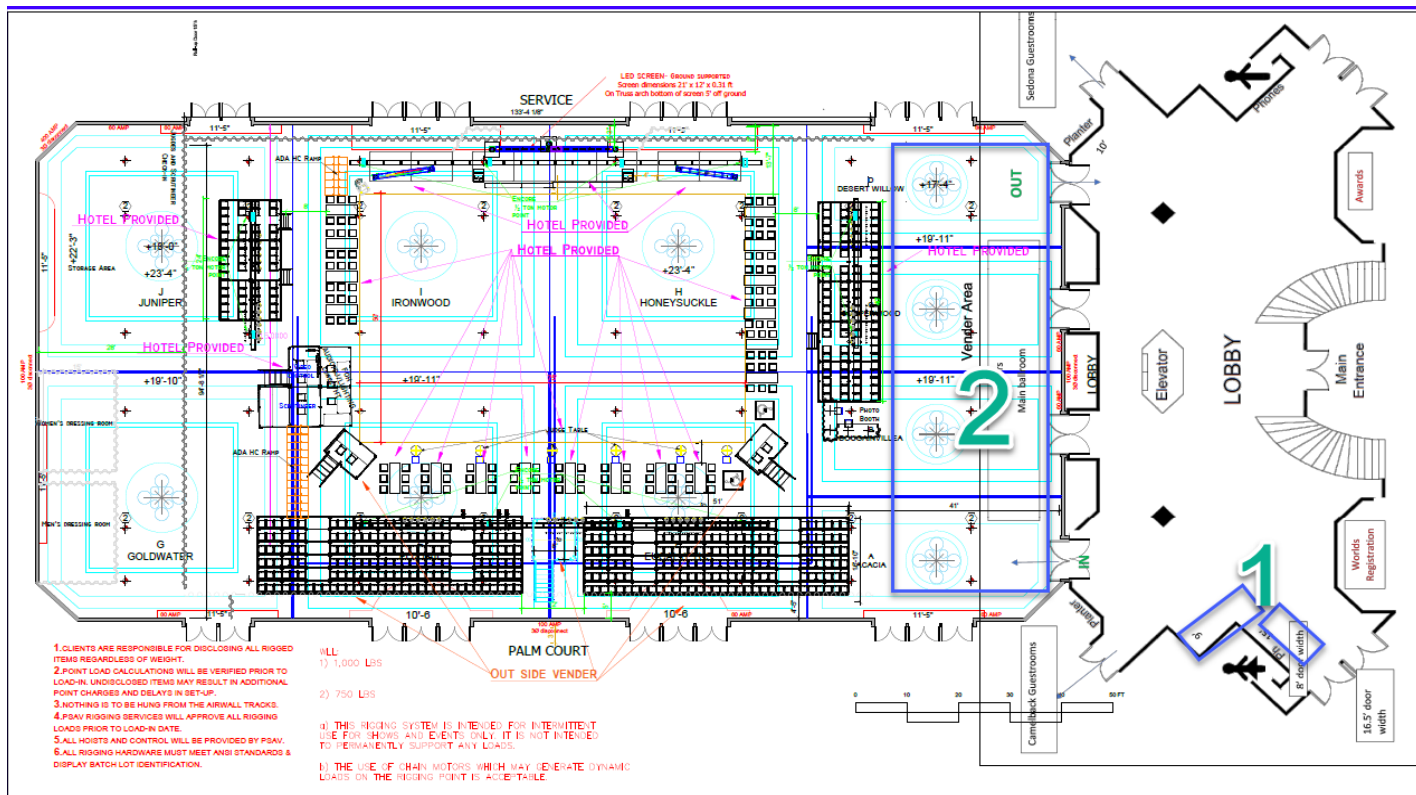
The contract period will be 2 years before reapplying would be required, as long as all parties are satisfied at the end of the event.

Please submit your application prior to the due date of June 1, 2025. Once the decision has been made, all applicants will be notified. (Minimum of 180 days prior to the event start date - June 28, 2025)

Suggested information to include in your application.

1. Proposed logo based on event location
2. Apparel Items Descriptions
 - a. What sizes will you plan to carry? (are you including Plus sizes?)
3. Non-apparel Items Descriptions
 - a. Would you be willing to sell Worlds pins on behalf of Worlds and submit the profits to the UCWDC Treasurer?
4. Ideal space layout (Outlined in blue on drawing below)

Two options are available at the AZ Grand. 1. Lobby adjacent to the Registration Desk (limited space and configuration) 2. Premium space in the Vendor area (size and configuration must be reviewed with the Worlds Asst Director)



5. Any special accommodation needed (for example, needing group rate rooms in the group block prior or post the event that is not currently offered)