



Festival of Trees

Designer/Donor Guidelines

Overview (Revised 9/24/20)

The Festival of Trees has been a magical community celebration befitting Sandhills Children's Center since 1997. As the premier event of the holiday season, Festival of Trees enhances our community by creating a wonderful opportunity for business, civic and community members to come together to support the valuable services provided by Sandhills Children's Center.

Over \$3.6 million has been raised over the years to provide therapies for the children at Sandhills Children's Center. Working with an annual budget of over \$4.2 million, the festival is an important part of the financial support. Thank you for being a part of our family.

Decorating Day

Sunday, November 15 by appointment

Noon - 8:00 p.m. Decorating of greenery on site (Large trees 4.5' and taller)

2:00 p.m. - 5:00 p.m. Delivery of tabletop trees, gift baskets, wreaths, garlands, centerpieces, and all other auction contributions - Due to Covid 19, you will receive an email to sign up for a time to bring your decorated greenery to The Carolina Hall.

ALL decorating MUST BE COMPLETED by noon on Monday, November 16, 2020.

Basic Guidelines

From traditional to unique, let your creativity soar at the Festival of Trees! We ask our designers to create the most exciting and eye-popping display packages possible. The festival is known for elaborate displays which excite the imagination. All types of décor sell, but the best selling items are imaginative, lavishly decorated and filled with color and texture.

The festival committee reserves the right to adjust displays as necessary to enhance their salability.

Lights MUST BE NEW. Please ensure that any lights you use are new and are independent of each other so that if one burns out, the rest stay on. There is a limit of three strands plugged together. You will be contacted to refresh lights that are not working.

ALL decorations must be wired onto greenery with floral wire. Wire hooks are not acceptable. Greenery will have to be moved home with buyers, so they must be tied on securely.

Pricing & Sales

Please note that all items will be sold throughout the course of the event to benefit Sandhills Children's Center. Festival of Trees Committee members will set the prices using the retail value you supply for your decorations. Items will remain on display throughout the festival, even if they sell "Buy Now". Please note that your design item helps to raise over \$25,000 at the door and over \$75,000 in sponsorships in addition to the amount it brings in the auction. Your contribution is greatly appreciated!



Designer Name(s) & Theme Title

Theme Titles should be appropriate for any home or business.

Theme Title Examples: *Garden of Peace & Joy, A Chef's Dream, Celestial Angels, Ruby Rhapsody*

Theme Title Card: A title card will be generated from the auction page. ALL descriptions are due ASAP, but no later than November 1. The card will include the item #, description, donor/decorator.

Designer Name(s) : The Festival Committee will create a card with the item number and designer name for each item that will be available when you arrive at The Carolina Hall to attach to your design item.

Photographs

You will receive a yellow card to attach to your design item upon completion for volunteers to photograph it for the auction. Please be sure to post your yellow card just as soon as you are finished decorating/displaying your auction entry. Volunteers will be wandering around on Sunday afternoon to take the photos for your auction page.

Online Auction

Please view your online auction page by Noon on Monday to make sure everything is correct. Corrections can only be made before the auction goes live. Many volunteers will work to create the auction pages and your help is needed.

Register for the auction early at fot2020.afrogs.org!

Directions - The Carolina Hall

Please bring all small items through the front of The Carolina Hotel. Valet parking is available at the front of the hotel at no charge; tipping amount is up to you.

Larger items may be driven to the back of The Carolina Hall near the loading dock. Off Hwy 5, turn onto McLean Rd. (across from Linden Rd.) Look for Festival of Trees signs to guide you to the loading dock. Bring help to unload your items. 5 minute parking limit in the loading area and then you must move your car to the front of the hotel. Please keep the loading area clear for deliveries. Hotel security will tow any vehicles left in the loading zone or the employee parking behind the hotel.

Upon arrival at The Carolina Hall, please visit the designer check-in desk where you will receive your packet with your design item tags.

Security

The Festival of Trees hires security to ensure the safety of all entries beginning on Sunday. On site cameras and guards will patrol the room throughout the event.



Holiday Trees

LARGE TREES

- Large trees include 4.5', 5' slim, 6.5' slim, and 7'
- All large tree decorations and gifts must have a minimum retail value of \$350. The festival committee will add the greenery retail value for the auction.
- Floor space for large trees is 6' X 6'. Additional space must be requested before October 1.

TABLETOP TREES

- Tabletop trees include 2', 3', and 4' trees.
- All tabletop tree decorations and gifts must have a minimum retail value of \$100. The festival committee will add the greenery retail value for the auction.
- Tabletop trees will have a 2' x 2' space available for display. Additional space must be requested before October 1.

LIGHTS MUST BE NEW. Please ensure that any lights you use are new and are independent of each other so that if one burns out, the rest stay on. It is recommended to use 100 lights per foot (height) of the tree. There is a limit of three strands plugged into each other. You will be contacted to refresh lights that are not working.

DECORATIONS & ORNAMENTS

- ALL Decorations must be **WIRED** onto the tree securely. Floral wire is the best to withstand moving of trees and delivery.
- Please do not use dried flowers or perishable items on your designs.
- Ornaments with an inserted or slip-on hanging attachment usually found on glass balls should be glued where the two pieces meet so the hanger cannot slip out.
- Minimum ornament recommendations:
 - 2' tree = 40-60 ornaments
 - 3' tree = 60-80 ornaments
 - 4.5' tree = 120 ornaments
 - 6.5' -7.5' tree = 210 - 300 ornaments

UNDERNEATH/AROUND

- A tree skirt or appropriate covering for the base of the tree is required. Gift wrapped boxes coordinating with your tree theme enhance the overall look of your tree and appeal.
- Gifts under your tree should compliment your title and theme and be in proportion to its size. Gifts should have an accompanying box for transporting purposes, which you should incorporate into your display under your tree. Gift certificates may not be displayed on the tree, but may be represented with a photo. **ALL gift certificates are due to the Festival of Trees desk by Monday, November 16 at Noon.**
- ALL items placed under the tree should go with your tree at auction. If there are display pieces you would like back, please mark them clearly and return on Sunday after the Festival closes between 4:00 and 6:00 p.m. to claim.
- Signs will be posted with a description of your design and the online auction item number for patrons to find your auction page. You are welcome to make signs with donors and descriptions to place around the tree as long as they are no larger than 18" x 24".

TREE TOPPER

Please decorate the top of your tree by including a topper or large bow. If your tree is 6' or larger, please include a removable topper for delivery.

FILL EMPTY SPACES

A lavishly decorated tree leaves no empty spaces. A variety of materials can be used to fill empty spaces, cover the tree trunk and add shape to the tree. Suggestions include garland, ribbon, tulle, pinecones, silk flowers, picks, etc...



WREATHS/GARLANDS - Greenery is supplied by the Festival of Trees. Designers may bring greenery upon approval.

WREATHS

- Wreaths should be a minimum of 24” at their widest point. 30” wreaths are provided by the festival and are available with and without lights.
- Wreaths should have a minimum value of \$100. Festival committee members will add in the retail value of the greenery.
- Hooks should be added to the back of your wreath to allow them to be hung in the festival. Place your hanger at the “top” where you would like for it to be hung properly.
- All decorations should be wired onto the wreath securely.
- Wreaths may be moved for décor purposes after delivery to the hotel.

MAILBOX GARLANDS

- Mailbox garlands should have a minimum value of \$75. Festival committee members will add in the retail value of the greenery.
- All decorations should be wired onto the garland securely.
- Ornaments and decorations should be made for outdoors.
- Ribbon should be made for outdoor use.

GIFT BASKETS may range in size and can have values similar to some trees. Creative gifts of value intrigue buyers.

- Baskets should have a minimum value of \$50.
- It is not necessary to wrap baskets in cellophane.
- Please provide a list of items in your basket that compliments your design. A gift list will help bidders understand the true value of your basket. List your best gifts first.
- Make sure all food items are non-perishable.
- Use wicker/metal/plastic baskets/wood crates or tubs, baby bath tubs, garden planters, luggage, briefcases, hat boxes, stockpots, etc. to display your gifts.

IDEAS for baskets: Gourmet Food Baskets

Bath, Body & Beauty Baskets

Tea and Coffee Baskets

Office Baskets

Tool Man Basket or Box

Family/Fun Basket

Dining/Hotel/Show Basket Packages

Wine Baskets

HOLIDAY VIGNETTE

- There are a few spaces available for designers to create a special holiday themed vignette for auction. These are available by special request. Call 910.692.3323 and ask for Robin or Teresa.
- Vignettes should have a cohesive theme.
- Vignettes should have a minimum value of \$350.
- Spaces are 6’ x 6’. Requests for larger spaces will be considered prior to November 1.
- Examples include dining table with dinnerware, bedroom, living room, and reading nook.

CENTERPIECES

- **NEW IN 2020!** 36” garlands are available for you to use in a centerpiece design.
- Centerpieces must be artificial. Cut greenery and flowers do not hold up well in the hall.
- You may pick up greenery or create a centerpiece of your own design.



OTHER

Gingerbread Houses should be under 2' x 2' in order for them to be transported easily. Let your creativity soar!

Hand Crafted Items are nice additions to the festival auction and may include pottery, paintings, quilts and gingerbread houses. They will be displayed throughout the hall after the trees have been decorated.

Gift Certificates may be used within a tree display, the raffle, or for door prizes. Gift certificates will be kept in a secure location until the buyer picks up on Monday.

Raffle Prizes may include sporting equipment, electronic games, televisions, computers, trips, etc.

DESIGNER CHECKLIST

___ **LIGHTS**

___ **ORNAMENTS**

___ **FLORAL WIRE**

___ **STEP STOOL OR LADDER**

___ **TREE SKIRT**

___ **TREE TOPPER**

___ **EXTENSION CORD** (Used to connect to festival power)

___ **HOT GLUE GUN** (Used to secure hanging attachments on ornaments)

___ **RIBBON**

___ **THEME/TITLE CARD WITH LIST OF ITEMS/GIFTS INCLUDED**

___ **GIFTS OR GIFT BOXES** (Gifts under the tree are not required, but you should fill the empty space with empty gift boxes or other filler that matches your theme)

Designers/Donor Receive:

1. Acknowledgment as the Donor/Designer on a sign on your donated/decorated item
2. Visibility to patrons at Festival of Trees
3. Recognition in the Festival program
4. Online visibility with option for a video on your auction page
5. Recognition at FestivalofTrees.org
6. Joy from helping children who have special developmental needs

Thank you!