



2017 Policies & Guidelines for Tree Designers

Festival of Trees Provides:

1. **All trees and stands.** For consistency the Festival requires that only trees we supply can be used.
2. *Signage on display with designer names; names of supporters/contributors; and Festival of Trees Sponsor associated or assigned to the display.*
3. **Tax receipts for all decorations and lights.**
4. *2 General Admission tickets per decorator (6 maximum per group).*
5. *Decorators' event pass for the Festival (to check on your display throughout the Festival).*

Designers Provide:

1. *Complete the online registration form. Include all trees, wreaths, swags, etc. that will be part of your display at the time of registration so the appropriate space & materials (stairway for swag; door for wreath) can be prepared for you.*
2. **Wreaths, stockings/swags, nativity or other items are provided by the designer.**
3. *Lights, decorations and tree skirts.*
4. **Any display items for under the tree that go with your theme (must be sold with tree).**
5. *Wire to secure lights and decorations.*
6. **All tools necessary to decorate your tree.**
7. *Transportation and delivery of your tree or other items to the Western Development Museum on the set up date (Thursday, November 23, 2017 8 a.m. to 8 p.m.).*
8. **Designers can request an income tax receipt – a gift in kind for out of pocket expenses that have been incurred. The gift in-kind form and **original receipts must be submitted by December 1st.****

2017 Important Dates

- **September 1:** Registration opens
- **October 11:** *Designer Night at Michaels! 6:00 pm - 8:30 pm. Come and Go. Pick up your trees and enjoy an exclusive night of discounts at Michaels. For registered Designers only.*
- **October 15:** Entry Deadline & Signage information submitted
- **November 23:** Set-Up day from 8 a.m. - 8 p.m.
- **NEW Friday, November 24:** Festival of Trees open to the public 5:00 pm - 9:00 pm
- **NEW Saturday, November 25:** Extra day open to the public. 9:00 am - 3:00 pm
- **December 1:** Last day to submit gift in-kind form & receipts
- **Saturday, December 2:** People's Choice Winners are presented



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Design Tips & Tree Decorations Rules:

The 2017 Festival of Trees theme is: ***Favourite Things***

This theme is a play on a couple of traditions at Christmastime -

1) The movie ***The Sound Of Music*** is always aired during Christmas. One of the hit songs from this movie is ***My Favourite Things***; and 2) Famous talkshows like Oprah and Ellen do Favourite Things as a theme during the holiday season.

Your goal as a designer is to highlight popular favourite things that can be linked to Christmas. Maybe a tree decorated with kids' toys or candy, for example, or a tree that represents a favourite movie, song, etc.

Remember!... Trees should be decorated in a way that people will want to have it in their home.

- 1. Be creative, be flamboyant, be fabulous! Trees at the Festival go beyond typical Christmas tree decor. Our trees are LOADED with decorations and make a real statement; they tell a story or express a feeling.**
- 2. A tree skirt is mandatory for all trees. These can be purchased or handmade but must be an actual skirt; cotton batting should not be used as a tree skirt.**
- 3. Lights! Your tree should sparkle and shine. We recommend using 100 lights per square foot of tree. 6-foot tree = 600 lights, 4-foot tree = 400 lights, etc.**
- 4. Wire all of your decorations to the tree. This is very important. In order to preserve your gorgeous design and hard work, you'll need to wire each decoration to the tree so it won't fall off in transport once it's purchased. We recommend using floral wire.**





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Design Tips & Tree Decorations Rules:

5. Trees cannot be decorated with company swag (branded give-away materials) or other company branded materials.

6. Decorations should be the kind that people would want to have in their home or office.

7. "Body Trees" (style that has the top of a mannequin and bottom is the tree) are not permitted.

8. Handmade decorations are allowed but must be of high-quality in terms of appearance.

9. Decorations cannot be used items. They must be new.

10. We kindly encourage you to include items under the tree with your display. Unwrapped gifts or decorations that compliment your theme.

11. Please keep in mind that if your tree topper is large and/or is very fragile we ask that you make it removable. We will remove it at the end of Festival and deliver it to the buyer together with the tree.

12. The Festival of Trees has the right to refuse any tree/display that does not meet the standards explained above.

Give yourself plenty of time to set up your creation on Set Up day prior to the Festival opening. If you plan to do everything onsite, please note that it takes longer than you may expect. You might want to have some of the set up done before coming to the Festival's location. Having the lights wired on is a good start.



FAQs

Tree Decorators

1. WHAT IS THE DIFFERENCE BETWEEN A TREE SPONSOR AND A DESIGNER?

The Sponsor is the company that either: a) contributed \$3,000 minimum in order to have their company name listed at a display. This company may or may not have any connection to the display's designers... and/or, b) is the same company where the Designers work and this company has provided a financial contribution of \$3,000 or more to the Festival's fundraising.

The Designers are the people who created the tree/wreath overall design and actually decorated the display.

The Contributors are the names of companies and/or individuals who have contributed to the decorations and items on and under the tree or wreath. They can either provide funds for the Designers to purchase items or they can provide the actual items being used.

Signage in front of the display will be listed like this:

TREE/WREATH NAME
DESIGNER NAME(S)
CONTRIBUTORS
SPONSOR

2. MY COMPANY GAVE US \$1,000 (OR ANY AMOUNT) TO DECORATE A TREE. DOES THIS MEAN THEY ARE THAT TREE'S SPONSOR?

No. This means they are the CONTRIBUTORS and will be listed as such on the signage. To be a Tree Sponsor, a financial contribution must be provided directly to the Festival of Trees for fundraising.

3. WHY IS THE PRICE OF THE TREE/WREATH LOWER THAN WHAT WE SPEND TO DECORATE IT?

Guests expect to get a good deal on a decorated display. Thanks to the generosity from the Designers, guests can get a tree that may retail for \$2,000 for only half that cost. Remember, all funds raised are for charity and every dollar is an important contribution to healthcare and health equipment. We wish we could sell displays for \$2,000 and more but experience has taught us that high prices just don't work.

4. WHAT HAPPENS IF MY TREE DOESN'T SELL?

This doesn't happen often, but if it does the Festival will donate unsold trees or displays to other charities or health centres.

5. CAN I FIND OUT WHO BOUGHT MY TREE/DISPLAY?

It's always fun to find out who bought your beautiful display. We can only disclose that information if a company purchases your tree/wreath. Due to privacy issues we don't release the names of individuals who make purchases at the Festival of Trees.

Christmas Spirit, Saskatoon Style

