



Festival of Trees

2011 Decorator Application

Deadline: October 31, 2011

"The Colors of Christmas"

*Entry Number: _____ (internal use only)

Decorator Information

Please print information as it is to appear on signage and in program

Name of Lead Decorator or Decorating Team: _____

Contact Name (if different from Decorator): _____

I/we represent a:

- Sponsor Company Church Nonprofit Organization School Individual
- Service Club Other

Name: _____

Mailing Address: _____

City, State: _____ Zip Code: _____

Phone: () _____ Fax: () _____ Alternate: () _____

E-mail Address: _____

Communications from Festival of Trees staff to Decorators as a group will be made via email.

Design Information

Please check the appropriate box for your entry. (Festival reserves the right to assign location) *applies to sponsors only
I wish to decorate a:

- *Small Tree (4-ft)
- *Medium Tree (6ft – standard size)
- *Large Tree (7-8ft)
- *Candy Cane Sponsor (\$625)
- *Christmas Tree (\$5K), Holly (\$2.5K), Ornament Sponsor (\$1250)
- *Snowflake Sponsor (\$10K)
- Wreath (Decorator provides)
- Table Ensemble (Decorator provides)
- Centerpiece (Decorator provides)

If submitting more than one entry please use a separate Decorator Application Form, available for download at www.ecusocmin.org/festivaloftrees. Or, you can make copies of this form.

Please print information as it is to appear on signage and in program

Entry Title: _____

Estimated Value of Entry (MANDATORY): \$ _____

On a separate sheet of paper, please provide a brief description of your design. Include colors, featured gift items, etc. This will be used to help describe your entry on the "tree menu" distributed during the event.

Decorator/Contact Signature: _____ Date: _____

If you have any questions, please email festivaloftrees@ecusocmin.org or call 228-6782 or 228-6781. Return form to Festival of Trees/ESM, 201 North Weber Street, Colorado Springs, CO 80903 or fax 719-636-3452.



Frequently Asked Questions

What is the Festival of Trees? The Festival of Trees is an annual Christmas-themed 3-day event featuring trees, wreaths, table ensembles, and centerpieces decorated by members of the business community, faith community, individuals and other organizations.

Where is the Festival of Trees? This event is held at The Doubletree Hotel, 1775 E. Cheyenne Mountain Blvd, Colorado Springs, CO 80906

What are the dates of the Event?

Friday, November 18, 2011(6:00 p.m. to 9:00 p.m.)

Jingle Bell Gala: Formal, sit-down dinner with wine tasting, entertainment, live auction, paddle auction and opportunity to buy decorated items. Winners of the decorating contest are announced. RSVP required.

Saturday, November 19, 2011 (9:00 a.m. to 5:00 p.m.)

Sunday, November 20, 2011 (10:00 a.m. to 3:00 p.m.)

“Festive Family Fun Days” Community Event: Two full days for the public to enjoy local entertainment, shop at the Christmas boutique, visit with Santa, experience and purchase the trees and other décor; and, children have the opportunity to visit the children’s activity room for a hands-on crafting experience. Expected attendance at both days is estimated at 2,000 people!

Sunday, November 20, 2011 at 3:00 p.m.: The Community Event closes. Trees are prepared for delivery by movers, while smaller items are picked up by buyer.

Who does the decorating? Sponsors, churches, families, organizations, clubs and individuals are invited to decorate Christmas trees, wreaths, table ensembles and/or garlands to be displayed and sold, with the proceeds benefiting Ecumenical Social Ministries (ESM).

ESM is a nonprofit 501(c)3 organization that promotes self-sufficiency and restores dignity by providing food, medicine, housing, job placement, educational programs and spiritual encouragement. This is an opportunity for Colorado Springs to make a difference in the lives of our community while providing inspiration and fun for others.

What is the theme?

The theme for 2011 is “The Colors of Christmas.” Entries can design around this theme with colors, concepts, decorating, branding, and gift items. ESM reserves the right to determine what is appropriate both in design development and individual items included in your design.

For questions or additional information call (719) 228-6782 or (719) 228-6781.



Decorator Information

Application Form

The Decorator Application Form **must** be completed and returned to Ecumenical Social Ministries by **Monday, October 31st, 2011**. Mail to: Festival of Trees, ESM, 201 North Weber Street, Colorado Springs, CO 80903 or fax 719-636-3452, festivaloftrees@ecusocmin.org

Awards

Entries will be judged in a variety of categories by a panel of judges on Friday, November 19th. The awards will be announced at the Jingle Bell Gala and posted during the Festival of Trees event. Judges are selected for their expertise in design and/or artistic talent.

- *Best Tree*
- *Best Wreath*
- *Best Table Ensemble*
- *Best Centerpiece*
- *Best Use of Theme*
- *Most Creative/Unique*
- *Best in Show*

Tax Deduction Information

As ESM is a 501(c)3 organization under the U.S. Internal Revenue Service, your donation of all ornaments and accessory items is tax-deductible. Please consult a qualified tax professional regarding deductibility of all and any expenses. If you have questions, contact ESM at 228-6782 or 228-6781.

Decorator Days

Decorators who are decorating trees are expected to do so at The DoubleTree Hotel on Thursday, November 17th, 2010, 8:00 a.m. to midnight and Friday, November 18th, 2010, 8:00 a.m. to 12:00 noon.

Decorators providing table ensembles are expected to set up their creations at The DoubleTree Hotel on Thursday, November 17th, 2010, 8:00 a.m. to midnight and Friday, November 18th, 2010, 8:00 a.m. to 12:00 noon.

Decorators providing wreathes or centerpieces may deliver their completed item either to ESM at 201 N. Weber Street prior to November 16th or deliver to The DoubleTree Hotel on November 17th (by 5:00 p.m.) or November 18th (by 12:00 Noon).



Check-In

- Decorators must check in before unloading. **Please do not select your own tree and start decorating before checking in.** Trees have been pre-assigned and you will be shown to your tree.
- Please respect the space of other Decorators. Make sure you allow yourself enough time to set-up and decorate your entry, evaluate your creation, and make changes if necessary.
- **All entries MUST be completed by 12:00 noon on Friday, November 18th to accommodate judging which will begin at 1:00 p.m.**
- Parking – A designated location will be available for Decorators to drop off supplies near the event site prior to parking.

Please Note: Decorators will be asked to assist buyers with adjustments of decorations if necessary during the Festival and up to 48 hours following delivery.

Guidelines

Notes for All Decorators:

- The theme for Festival of Trees 2011 is “The Colors of Christmas.” Decorate based on your ideas of what the colors of Christmas are: traditional, funky, whimsical, etc.
- Christmas-themed items sell the best and generate the most interest. Whimsy is good.
- Other suggested themes include those for children and masculine/sports themes.
- No advertising or inappropriate material will be accepted, ie. trees decorated to advertise a business or product using primarily logos.

Tree Decorators

Trees - Festival of Trees will provide:

- Tree to be decorated, height determined by Decorator’s application request.
- Tree stand
- Signage, with information provided by Decorator from Application Form
- Complementary delivery to purchaser provided by “Two Men and a Truck”.
- Two (2) Complimentary tickets to Festive Family Fun Community Day events

Tree Decorator will provide:

- Completed Decorator Application Form
- All decorations and accessories on and around tree, including but not limited to ornaments, lights, tree topper, tree skirt, etc.
- Decorations should be of high quality and enhance the overall value of the tree.
- Ornaments and decorations must be securely fastened to tree to ensure safe delivery to the buyer after the Festival has been concluded. Glue the metal ornament cap onto every ornament. Wire every ornament, garland and decoration securely to the tree.
- All ornaments must be glued together and WIRED to the tree for safe and successful delivery to the buyer



- Natural materials should be fire-proofed
- 1-2 multi-plugs with surge protectors as needed for additional lights (if any)
- At least one 9' or longer extension cord for other electrical needs as appropriate for your tree or display. Extension cords should be of the polarized, 2-prong or 3-prong 14-AWG variety.

Optional: Tree Host/Hostess Information

Based on previous events, it is clear that a tree sells much better when someone attends the event as a "Tree Host or Hostess" during the Festive Family Fun Community Days. The Tree Host or Hostess engages the public about the tree, telling its "story", and making it appealing for purchase. Remember, the event is an opportunity to talk about your company or group with a wide audience. Estimated attendance at both days is 1,000 people.

Wreath / Centerpieces Decorators

Wreath/Centerpieces - Festival of Trees will provide:

- Two (2) Complimentary tickets to Festive Family Fun Community Days for Wreath/Garland Decorators
- Display apparatus for wreaths and garlands

Wreath/Centerpiece Decorators will provide:

- Completed Decorator Application Form
- Completely decorated wreath, garland, and/or centerpiece, to be delivered by decorator to either ESM or to the DoubleTree Hotel.
- Wreath should be a minimum of 16-inch diameter
- Natural materials should be fire-proofed

Table Ensembles Decorators

Table Ensembles - Festival of Trees will provide:

- Two (2) Complimentary tickets to Festive Family Fun Community Days for Table Ensemble Decorators
- Tables for table ensembles (does not include table cloth) Dimensions are 3 foot rounds. Larger sizes may be available upon request.

Table Ensemble Decorators will provide:

- Completed Decorator Application Form
- Table cloth, candles, centerpiece, tabletop or small tree, wreath, ceramics, etc. All items displayed become a part of the design and are sold as a complete unit to the buyer. Food items should not be displayed.
- If using lights, use lights with UL listing. Please include at least one 9' or longer extension cord for your display. Extension cords should be of the polarized, 2-prong or 3-prong 14-AWG variety. These cords will remain with the entry.
- Delivery: Please provide boxes for items for easy pick-up and delivery by/to the buyer. Boxes should be marked clearly and placed under the display table.



Additional suggested equipment

- Covered and/or floral wire for ornament, decoration and light attachment.
- Needle nose pliers/wire cutters with side cuts, regular pliers, and scissors.
- Boxes for decorations or items displayed under the tree.
- Wrapping paper, ribbon and supplies as needed for your design
- Glue gun with extension cord and glue sticks
- Tape—floral, masking, etc.
- Broom or portable vacuum for cleanup
- Ladders will be provided

Notice For All Entries

- Decorators assume all risk of loss with respect to property owned by the Decorator in the Decorator's display.
- All items become the property of the successful bidder including decor, trims, lights, and props. Unsold items will remain the property of Ecumenical Social Ministries (ESM).
- Decorators must accept the responsibility of abiding by this policy in the design and decoration of their entry. The management of ESM reserves the right to remove any item(s) determined inappropriate for a family event.
- ESM is not responsible for lost, damaged or stolen items.

Key Dates to Remember

Monday, October 31 st	Decorator Application Form Due
Thursday, November 17 th 8:00 a.m. to midnight	Decorating Day
Friday, November 18 th 8:00 a.m. to noon	Decorating Day
Friday, November 18 th 6:00 p.m.	Jingle Bell Gala – RSVP required for attendance
Saturday, November 19 th 9:00 to 5:00	Festive Family Fun Days Community Event
Sunday, November 20 th 9:00 to 3:00	