

Designer and donation information

Tyngsborough Recreation

2017 Festival of Trees

Designer Policies & Procedures

The creative designer entries are the foundation of the Festival of Trees. Submitting an entry provides you with a unique opportunity to contribute to an event that works in partnership with volunteers, businesses and sponsors. Your entry will be enjoyed by the festivals visitors.

Proceeds from the 2017 Festival of Trees will help Tyngsborough Recreation Community Programs

Dates; Thursday to Sunday, November 30 - December 3, 2017

Place: *Historic Old Town Hall*, 10 Kendall Road, Tyngsborough, MA

1. GENERAL INFORMATION

- All items received from designers will be auctioned on the last day of the event.

- Final display of items received from designers will be at the discretion of the Festival of Trees.

- Special requirements such as lighting, draping, riser/pedestal requirements, etc., must be clearly identified prior to the item being delivered to the Center or they may not be available. Space limitations may also arise. Please do not include any items with your display that are not for sale – the Festival cannot be responsible for such items.

- All greenery (trees, wreaths, garlands, etc.) must be artificial.

- All items must be suitably decorated for placement in a home, office or place of business.

- No advertising, business logos, or personal identification is permitted on tree. Under or around tree is permitted. Acknowledgments and designer information is listed in program and publicity materials as well as on signage cards.

- All decorations must be wired securely to the trees as they are bagged and moved by truck to their new homes.

- Please do not use fragile ornaments or dried flowers.

- No living plants or animals may be used.

- Only CSA approved mini-lights may be used and must be the type that remain lit if one bulb goes out. Extra replacement bulbs should be taped to the cord at the tree stand.

- For tree designers, we ask that a tree skirt or other appropriate covering for the base of the tree be included with the design. The tree skirt or covering will be sold with the tree.

- Please identify the final plug-in site with fluorescent tape (available on site).

- Please provide a title for your creation, to be listed on signage and in the Festival Program. If a title is not provided by the designer prior to November 24, 2017, the item will be listed as “untitled” in print materials. We cannot guarantee that last minute changes can be accommodated, but we will make every effort to do so.

- The description portion of the contract is essential as the Festival will use this to place your item and identify any special requirements. Please be very specific about the color, theme, overall size (height, width, etc.) special requirements such as lighting, draping, odd size/shape, as well as providing any other information that would be helpful to the Festival.

2.HOW IT WORKS

Please read the following information carefully, keeping in mind that the ultimate goal of the Festival of Trees is to raise funds for the Tyngsborough Recreation community programs.

TOTAL DONATION

→ As a designer you would absorb all the costs associated with your entry. The signage and program material will appear as:

Title of Entry: Your Title

Designer: Your Name

Sponsor: Your Name

NOTE: All designers who totally donate an entry are acknowledged in the sponsorship part of the program under "Sponsorship Goods & Services." On the contract, please show a retail value of your entry for the program.

3. SET-UP

→ The following times and dates have been scheduled for designers to deliver or set-up their entry at the Old Town Hall:

Time options for set-up are available in the online registration process

→ Designers are responsible for the delivery of their items to the Library. The Festival does not make any arrangements for pickup and delivery of designer items. Designers delivering trees, materials, etc., should proceed to the upper level door. Members of the Tree Committee will be at the site both

days and will assist/direct you as to the placement/location of your item. In the event you wish to decorate your entry on site, the Tree Committee will direct you to an available area.

→ We ask that entries be completed by 7:00 p.m. on Wednesday, November 29 2017.

→ The Festival will provide and have on location, the following items:

- Extension cords
- Wire for affixing decorations to trees, wreaths, etc.

→ The Festival does not provide:

- Tools. We ask designers to bring their own tools to assemble their entry.

4. DESIGNER COMPETITION & PEOPLE'S CHOICE AWARDS

DESIGNER COMPETITION

→ The Festival has a panel of independent judges who volunteer their time to judge the various entries submitted by the designers. The categories will be as follows:

- Trees
- Floral arrangements, topiaries
- Wreaths, Garlands
- Creative artwork

→ Entries will be judged the evening of Thursday, November 30, 2017. The judges evaluate the entries based on the following criteria:

- Originality/uniqueness (use of material and creativity)

- Incorporation of theme
- Artistic implementation (colour, technique, and harmony)
- Effort (complexity and workmanship)
- Presentation/display (visual appeal)

→ The judges, using the above criteria, make their subjective decision as to Gold, Silver and Bronze placement. Ribbons, provided by the Festival, are then placed and displayed by the appropriate entry in preparation for the auction and will remain in place during the entire Festival.

PEOPLE'S CHOICE AWARDS

→ The People's Choice Awards, as the name implies, are decided by a ballot completed by the general public attending the Festival. The ballots are collected, counted, and the results identified by appropriate placement and display of a ribbon on each day of the Festival.

→ After the Festival, the ribbon and appropriate signage will be mailed to the designer. Please leave the ribbons and signage on display during the Festival for all to see.

5. DESIGNER APPRECIATION & RECOGNITION

→ Designers will be given complimentary Festival admission tickets on the day that their entry is set up on site.

→ Display cards (8.5" x 11") are displayed beside each design throughout the Festival. Logos and advertising are permitted, the company name or any sponsor and/or designer will be printed on the card. The cards include:

- Title of Entry:
- Designer: Due to space limitations, we cannot accommodate lengthy lists of names. Please help us, in the case of multiple names, by selecting a group name to be printed on the signs.

- **Sponsor:**

→ For the purposes of the Festival program, the above information will be included in the program and all designers will be listed.