

FESTIVAL of TREES

Presented by United Way Alliance of the Mid-Ohio Valley

Decorator Handbook

Important Dates

Tree Installation	- October 31, November 1 & 2
Tree Lighting	- November 3
Character Breakfast	- November 26
Trimmed	- November 29
Tree Auction	- December 6
Tree Pickup & Delivery	- December 8



**United Way Alliance of
the Mid-Ohio Valley**

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Mission: United Way of the Mid-Ohio Valley improves lives by uniting the helpers in our communities to advance the common good and create a tangible impact on the health, education, and financial stability of our communities.

The information in this handbook will help you:

- Decorate your entry
- Know the benefits you and your design team will receive for your donation

The handbook provides you with important dates and deadlines. Not all questions can be addressed in this handbook, so please reach out to the contacts listed with your questions.

United Way office: 304-580-0570

Marketing & Event Specialist: Morgan DeCicco – mdecicco@uwamov.com

Planning Your Entry

We encourage you to choose a theme with artistic creativity and imagination. Significant to the success of this event is the broad appeal of the tree and wreath designs.

The title and description of your design will be published in the Festival of Trees program for auction night and other promotional pieces.

Prospective Buyers

Every auction requires at least two interested bidders and will be more successful when there are three or four active bidders. Festival buyers are as diverse as your creations, but there are some key elements to consider in planning your tree or wreath.

- **Individual buyers** are looking for trees or wreaths to decorate their own homes or the home of a family member. They are often looking for more traditional items with holiday elegance.
- **Business buyers** are looking for trees or wreaths that will enhance the business office, lobby, or showroom. Often, they are also looking for trees with items or ornaments that can be given to key customers or employees. These buyers want a tree that is interesting but not too “over the top.”
- **Charitable buyers** are looking for trees or wreaths to donate to their favorite nonprofit organization, school, or hospital. Their interests vary, but they want a tree or wreath that will appeal to the organization they are supporting.

Tree Decorator Rules & Regulations

- All greenery and trees must be artificial.
- The use of living materials or untreated, unwrapped food is prohibited.
- All lights must be new and securely wired to the trees.
- Your tree will be moved an average of three times. For that reason, it is essential the **ALL decorations and lights should be wired** to the tree with florist wire or pipe cleaners to prevent damage. Remember to use the same color wire as the color of your tree.
- **Gluing ornaments to the tree is not allowed.**
- Festival of Trees will provide a custom base for your tree to be placed on to enable the movement of trees during the festival and during delivery. Please provide your own metal tree stand as required by the FOT Committee.
- Trees may be up to 9ft tall, but no taller. Width is also an important consideration. Fully decorated trees must fit through doorways and residential hallways. *Tree toppers may need to be removed in order to fit through doorways. **It is the decorator's responsibility to reattach the topper before the Tree Lighting.***
- A tree skirt or other appropriate covering for the base of the tree **must** be included with the design.
- The display area is limited to a circular area around the tree that extends no more than 2 feet from the tree trunk. All items under the tree will be part of the tree when purchased.
- To increase the purchase value of an item, the Festival of Trees has the right to adjust any entry as needed.
- Broken or repaired trees are not accepted.
- Decorators are limited to **ONE** tree entry per category.

Tree Stand Regulations for Full Size Trees

Selecting the proper tree stand is just as important as deciding the theme of your tree. When making your tree purchase, check for a metal stand or dome base. If no stand or base is included with the tree, you will need to purchase one.

The stands need to be of steel construction with four (4) legs to securely hold your tree. The trunk should fit snugly in the center hole.

Plastic stands are prohibited. Plastic stands are not sturdy, and they easily break with the movement of a fully decorated tree. Installation using a plastic tree stand will not be permitted.



Wreath Decorator Rules & Regulations

- All greenery and wreaths must be artificial.
- The use of living materials or untreated, unwrapped food is prohibited.
- Wreath display stands are provided by the Festival of Trees.
- All lights must be new and securely wired to the wreaths.
- Your wreath will be picked up and moved an average of three times. For that reason, it is essential that **ALL decorations and lights should be wired or glued** to the wreath with florist wire, pipe cleaners, or hot glue to prevent damage. Remember to use the same color wire as the color of your wreath.
- To increase the purchase value of an item, the Festival of Trees has the right to adjust any entry as needed.
- Broken or repaired wreaths are not accepted.

Lights

Many trees and wreaths are pre-lit, but you may choose to add more lights to give your tree or wreath added appeal. If you have a tree or wreath that is not pre-lit, all lights must be new and have at least two (2) strings of 100 traditional lights per foot of tree. Use lights that are independent of each other so that if one light burns out, the rest stay on. **Do not plug more than three strands of lights together. If using LED lights, the number of strings will vary.**

- **Test the lights before putting them on your entry.**
- **More than 5 strands of lights** – please wire a power strip to the base of your tree.
- Lights should enhance the entry, not distract from it. Use strands of lights that have the same color wire as the color of your tree or wreath. Hide the wire so that it cannot be seen.

What to Expect on Set-Up Day

Decorators will have access to the Blennerhassett Hotel Ballroom on October 31 and November 1 & 2.

- October 31: 9:00 am – 5:00 pm
- November 1: 11:00 am – 9:00 pm
- November 2: 11:00 am – 7:00 pm

Any entry not completed by 7:00 pm on November 2 will not be included in the Festival of Trees.

- Decorators are responsible for the delivery of their entry and all accompanying items to the ballroom.
- Upon arrival, proceed to the check-in table.
- Decorators are responsible for removing litter and garbage before the end of each decorating day.

Decorator Toolbox

- A blanket to place on the floor around your entry while decorating to prevent broken ornaments.
- Extension cord
- Floral wire or pipe cleaners to attach ornaments and lights
- Glue gun and glue sticks
- Ladder to reach the height of your tree - there will be a limited supply of step ladders available; we encourage you to bring your own
- Needle nose wire cutters, regular pliers, scissors
- Tape – floral, masking, etc.

Selection of Trees for Auction

A juried committee will select the entries that will be placed in the Live Auction and Silent Auction categories.

Decorator Ticket Information

Each entry will receive **ONE** complimentary ticket to the Tree Auction on December 6.

You must claim your ticket by Friday, November 17th. **Tickets left unclaimed on the 17th will be forfeited.**

Judging Categories

1. Wreath
2. Table Top Tree
3. Classic Christmas – Slim & Full Size Trees
4. Contemporary – Slim & Full Size Trees
5. Whimsical – Slim & Full Size Trees
6. Pop Culture – Slim & Full Size Trees

Awards will be presented at the Auction on December 6th.