



DECORATOR'S HANDBOOK 2011

Festival of Trees would not be the success it is today without the amazing efforts of the people who donate their time and talent to decorate a tree (or trees). This handbook is created to provide guidance to the tree decorators. Decorating day can be hectic, stressful, wonderful and joyful – attitude is everything! We make every effort to make this an exciting day: it is, after all, the culmination of everyone's hard work. It is our intention for this day to have all the industrious 'magic' of Santa's Workshop, so we ask everyone to pack a little extra patience in their decorating packs! We assure you every tree will be displayed to its best advantage, and that we are grateful for your labors on behalf of Friends of Caroline Hospice. Please contact Kathy Mitchell at bkmitch@embarqmail.com or by phone at 843-524-6313 / cell 843-812-2504 with any questions about tree decorating.


TREE DECORATING DAY
Sunday, December 4
11:00 AM to 5:00 PM

Charles Lind Brown Neighborhood Activity Center
(Formerly known as Greene Street Gym)

This is the day to decorate your tree. Please note that in order to provide as much decorating space as possible, only Decorators and authorized volunteers should plan to attend. Please be considerate of other decorators and bring only those children who will be actively involved in decorating. Everyone must complete decorating by 5:00 PM. On complex designs, this sometimes means having a 'game plan': items pre-assembled, ornaments removed from their packaging, etc.

When you arrive at the Charles Lind Brown Neighborhood Activity Center, please check-in with a Festival of Trees Committee volunteer (wearing a red Festival of Trees shirt) who will help you locate your tree. **Please know the exact name of the sponsor of your tree as this helps expedite the check-in process.** There will be an unloading zone so you can unload your decorations and supplies as close as possible to the facility and then park your car appropriately. Be sure to arrive early on Tree Decorating Day so you have enough time to decorate your tree, sit back to take a critical look at your creation, and then, if you want to make changes, there will still be time to do so before 5:00 PM. Tree Decorating Day is very busy and many trees are being decorated at once – it's not quite the same as decorating a tree in the peace and quiet of your own home, so please come prepared.

TREES

All trees are real Christmas trees. **Grayco**, a strong supporter of Festival of Trees, provides these trees at a significantly discounted rate. They make every effort to provide quality trees and ensure the trees are as uniform as possible. However, given that they are real, not artificial, trees, they will not all be the same and they will all have some "quirks." On average, the trees are approximately 5½ to 6 feet tall. **The trees are placed in the gym as they are unloaded from the Grayco delivery truck.** Please do not move trees or change their locations. **Trees are judged on decorations and themes, not on the size or shape of the tree.**

TREE PLACEMENT

When you arrive to decorate your tree, it will be in a stand ready to decorate. You need only provide the lights, decorations, and tree skirt. All trees are located at floor-level. Smaller trees may be placed on a riser at the discretion of the Festival of Trees Committee. Your tree will be located as close as possible to its final location to minimize movement after decorating is completed. However, please note that once decorating is complete, the Festival of Trees Event Coordinators may reposition trees in an effort to show every tree at its best. Therefore, we ask that you securely fasten all decorations. Any required movement is done with great care. The Festival of Trees Committee's goal is to showcase the hard work that goes into every tree.

DECORATING RULES

Tree Lights and Electricity:

- 🌲 Please use only small or LED lights on your Tree. **No lights with large bulbs (C5 or C7) are allowed.** You may use small or LED lights that are colored, blink, chase, etc.
- 🌲 Please use connecting lights, as there are only enough outlets to provide **one** electrical connection per tree.
- 🌲 **Please do not bring or use extension cords.** Ample electrical connections will be provided to light every tree. If you find can not locate an outlet, please find a Festival of Trees volunteer.
- 🌲 If there is something under your tree that requires power (train set, etc.) please make sure it is battery powered.
- 🌲 Whenever the Festival of Trees is open to the Public, all tree lights are on.

Tree Decorations and Ornaments:

- 🌲 Be sure you have enough decorations. It is easier to take a few home, donate them to the Gift & Gourmet shop, or return them to the store than to search for more decorations at the last minute.
- 🌲 You may use decorations you purchase or make. Unless you specify otherwise, your decorations will be sold with the tree (if the tree is to be sold).
- 🌲 No advertising or inappropriate materials. Please note that decorations **MAY NOT** promote a business unless the business is the TREE SPONSOR.
- 🌲 All spraying of any type (including glue and glitter) must be done **OUTSIDE** the facility.
- 🌲 **Hot glue guns are not allowed inside the facility** due to the potential for damage to the facility floor.
- 🌲 Please **do not bring tables** on which to stage your decorations. Due to the limited space, the use of tables can severely limit the decorating space of neighboring trees.
- 🌲 In addition to ornaments, you are free to use garlands, bows, tree toppers and tree skirts as part of your overall decorating theme. If the tree is to be sold, these items will be sold with the tree.

- Garlands - A general recommendation is to have 6 to 9 feet of garland per foot of tree, depending upon the style of application. (Example: 6' tree x 6' = 36 feet of garland suggested.)
- Bows can be a finishing touch for your tree without a great deal of cost.
- Tree Skirts – The Festival of Trees Committee drapes fabric throughout the bases of all of the trees, but this does not entirely cover the tree stands. You are encouraged to use a tree skirt and/or decorations (wrapped boxes, toys, etc.) around the base of your tree.

🌲 Supply Checklist – We recommend you bring the following items with you on Decorating Day:

- Scissors or wire cutters
- Tape (floral, masking, etc.)
- Extra ribbon, ornaments, filler, etc.
- Ornament hooks
- Step stool

Miscellaneous Tips from “Seasoned” Decorators:

- 🌲 Small ornaments should be placed on the tip of the branches in order to be seen.
- 🌲 Make sure your tree is appealing at each eye level (small children, wheelchair, older children, adult). Make sure your theme is carried out at each of these levels.
- 🌲 If you are using vivid colors, you can use fewer ornaments to create your visual effect. If you are using softer colors, you should use more ornaments to state your theme. Clustering ornaments creates a larger visual impact.
- 🌲 **If you are decorating a tree that will be sold, please remember that everything you put on and under the tree will be sold with the tree. If you're considering using an heirloom or keepsake, please do not put it in the display unless you want to donate it to the Festival of Trees.**

TREE THEMES AND JUDGING

Each tree in the Festival of Trees is decorated according to a theme selected by the tree's decorator. Decorations may be anything the decorators choose, so long as they are appropriate for any home or business. Tree sales are an increasingly important part of the fundraising effort. All types of trees sell – classic, natural, sophisticated, whimsical, etc, but they should be tastefully decorated. The goal is to sell as many trees as possible, command as high a price for trees as possible and donate as much money as possible to Friends of Caroline Hospice.

Tree decorators may choose to enter any of the following judging categories:

- 🌲 Traditional (classic decorating materials or themes)
- 🌲 Whimsical (modern or unique decorating materials or themes)
- 🌲 Student #1 – Preschool and Elementary School
- 🌲 Student #2 – Middle School and High School

Students are not required to enter student categories; however, if they do so, they must enter the appropriate age category.

The Festival continues to improve judging. In the past few years, new awards have been added, such as "Best Representation of a Business", "Most Original", "Most Environmentally Friendly" and "Wittiest" to name a few.

Judging will occur Monday, December 5th. During the judging process, the judges know only the tree's category and name; they do not know who sponsored or decorated the tree. Judges are free to walk around the trees so they are able to fully see and appreciate each tree. Awards are announced that evening during the Opening Reception, a ticketed event that serves as another fundraising mechanism, and award plaques are displayed throughout the week. Please note: Awards may be picked up on Tree Pick-Up Day.

TREE PICK-UP AND SALES

At the close of the Festival, trees may be (1) picked-up by their sponsors, (2) sold decorated or (3) sold undecorated. If you are a Decorator who is kind enough to decorate a tree sponsored by someone else, please let Kathy know as soon as possible if the decorations may be sold with the tree. This is important to know when assigning decorators to trees.

The last day of the Festival of Trees is Saturday, December 11. Tree Pick-up occurs **Sunday, December 11** between **1:00 PM and 3:30 PM**. Please keep in mind:

- 🌲 If your tree is to be sold decorated, there is nothing more you need to do. The lucky purchaser is responsible for picking up the tree. However, if there is something about your tree decoration that requires special attention when it is moved, please let us know.
- 🌲 If your tree is to be sold undecorated, please come to Charles Linn Brown Neighborhood Activity Center (formerly known as Greene Street Gym) by no later than 1:00 PM, Sunday, December 12 to remove the decorations from the tree. The tree will be sold undecorated. Decorations remaining on trees at this time will be removed by the Festival of Trees Committee. Pick-up day is chaotic, and we can not guarantee the safe return or organization of decorations removed by the Committee.
- 🌲 If you are picking up a tree, please come as early in the day as possible.
- 🌲 The Festival of Trees Committee provides tree removal bags and will assist in bagging the tree and loading it in your vehicle.
- 🌲 **PLEASE NOTE: Festival of Trees' tree stands must remain with the Festival.** If you are picking up a tree, you are responsible for bringing your own tree stand. The Festival of Trees Committee is happy to assist in relocating the tree from one tree stand to another.
- 🌲 If you have indicated that you will pick-up your Tree, it **MUST** be picked-up by 3:30 PM or it will be sold or donated to a needy family. Thank you for understanding and planning accordingly.
- 🌲 **PLEASE NOTE: The Festival of Trees Committee does not have the capability to deliver trees. If you are unable to pick-up your tree, please have arrangements to have someone else pick it up for you. Again, if it is not picked-up by 3:30 PM on Sunday, December 11, it will be sold or donated to a needy family. Thank you for your understanding and planning accordingly.**

2010 FESTIVAL OF TREES SCHEDULE

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| 🌲 Decorating: | Sunday, December 4 | 11:00 AM – 5:00 PM |
| 🌲 Opening Reception: | Monday, December 5 | 6:30 PM – 9:00 PM |
| 🌲 Festival of Trees | | |
| | Tuesday, December 6 – Friday, December 9 | 11:30 AM – 7:00 PM |
| | Saturday, December 10 | 9:00 AM – 4:00 PM |
| <i>(Field trips for children and other groups are available. Please contact Cyndi White at cyndiawhite@gmail.com.)</i> | | |
| 🌲 Tree Decoration Pick-Up | Sunday, December 12 | 11:00 AM – 1:00 PM |
| <i>(All decorations that are not being sold with the tree MUST be removed from trees by 1:00PM.)</i> | | |
| 🌲 Tree Pick-Up | Sunday, December 12 | 1:00 PM – 3:30 PM |

THANK YOU

Most importantly, thank you for your participation in the 23rd Annual Festival of Trees. This treasured annual event would not be possible without your support and effort. If you have any questions or concerns, please do not hesitate to contact Kathy Mitchell at bkmitch@embarqmail.com or by phone at home 843-524-6313 / cell 843-812-2504.

IMPORTANT POINTS

Decorating Day - Sunday, December 4, 2011

11:00 AM – 5:00 PM

Location: Charles Lind Brown Activity Center (Formerly known as the Greene Street Gym)

- 🌲 Only Decorators and authorized volunteers should plan to attend.
- 🌲 Only those children who will be actively involved in decorating should be in the gym.
- 🌲 Everyone must complete decorating by 5:00 PM.
- 🌲 Use the unloading zone and then park your car appropriately.
- 🌲 Please do not move trees or change their locations.
- 🌲 The Festival of Trees Event Coordinators may reposition trees in an effort to show every tree at its best. Please securely fasten all decorations.
- 🌲 No lights with large bulbs (C5 or C7) are allowed.
- 🌲 One electrical connection per tree.
- 🌲 No extension cords.
- 🌲 All spraying of any type (including glue, glitter and flocking) must be done OUTSIDE the facility
- 🌲 Hot glue guns are not allowed inside the facility due to the potential for damage to the facility floor.
- 🌲 Do not bring tables on which to stage decorations.
- 🌲 No Advertising or Inappropriate Material. Decorations may not promote a business unless that business is the TREE SPONSOR.
- 🌲 Everything on and under a tree to be sold goes with the tree.
- 🌲 Tree Pick-up occurs Sunday, December 11 between 1 PM and 3:30 PM.
- 🌲 **All decorations on trees sold undecorated must be removed by no later than 1:00 PM, Sunday, December 11. The Festival of Trees Committee will remove any ornaments still on trees at 1pm and will NOT be able to guarantee the safe return or organizations of these items.**
- 🌲 Tree removal bags and assistance in bagging the tree and loading it in your vehicle will be provided.
- 🌲 Festival of Trees' tree stands must remain with the Festival.
- 🌲 Any tree not picked-up by 3:30 PM on Sunday, December 11th will be sold or donated to a needy family.