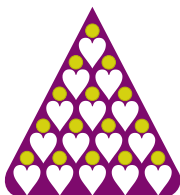


2009 TREE DESIGNER HANDBOOK



FESTIVAL OF TREES
Mary Bridge Children's
Hospital & Health Center

FORM DUE DATES

Washington Floral Form
Tree Information
Gala Catalog Description
Procurement Forms
Designer Advance Form
Tree Accounting Report
Tree Inventory Report

Ongoing
Sept 14
Oct 1
Oct 1 (for catalog)
Ongoing (by Nov 15)
(Designer Day)
(Designer Day)

TABLE OF CONTENTS

- General Information Pg. 3**
 - Who to Call for Help Pg. 3
 - Personal Meetings Pg. 3
 - Tree Designer Workshops..... Pg. 3
 - Festival Mission Statement Pg. 4
 - 2008 Highlights Pg. 4
 - 2009 Facts at a Glance Pg. 5

- Designing and Decorating Your Tree Pg. 6**
 - Decorating Information Pg. 6
 - Fire Prevention Information..... Pg. 9
 - Shopping Resources Pg. 9
 - Moving Into the Tacoma Convention and Trade Center on Designer Day Pg. 10
 - Selection of Trees for Live and Silent Auctions Pg. 12
 - Award Ribbon Information..... Pg. 12

- Forms and Reports Pg. 12**
 - Designer Commitment..... Pg. 12
 - Wholesale Shopping Form..... Pg. 12
 - Designer Advance Pg. 12
 - Tree Information..... Pg. 12
 - Gala Catalog Description Pg. 13
 - Tree Accounting Report..... Pg. 14
 - Tree Inventory Report..... Pg. 14
 - Procurement Forms..... Pg. 14

- Volunteer Opportunities Pg. 15**
 - Gala Evening Tree Host..... Pg. 15
 - Packing & Delivery Angel Pg. 16

- Funding and Sponsorship Pg. 16**
 - Designer and Festival Funding Policy Pg. 16
 - Tax Deduction Policy Pg. 16
 - Sponsor and Designer Advertising Policy Pg. 17
 - 2008 Major and Tree Sponsors List..... Pg. 17
 - 10 Steps to Successful Procurement..... Pg. 19

GENERAL INFORMATION

Who to Call for Help

| What | Who | Phone/Email |
|--------------------------------------|--|--|
| General Tree Design Issues and Forms | Kathleen Gould <i>Tree Designers Chair</i> | Cell: 253-318-0802 fotdesignerchair@comcast.net |
| Designer Funding | Amy Bettesworth <i>Festival Manager</i> | (253) 403-1368 amy.bettesworth@multicare.org |
| Donations | Amy Bettesworth <i>Festival Manager</i> | (253) 403-1368 amy.bettesworth@multicare.org |
| Tree Sponsorship | Amy Bettesworth <i>Festival Manager</i> | (253) 403-1368 amy.bettesworth@multicare.org |
| General Festival Issues | Pamela Baade or Michelle Baldwin 2009 Event Co-Chairs | (253) 952-6880 pbaade@msn.com mm_baldwin@msn.com |
| Volunteer Opportunities | Pamela Baade or Michelle Baldwin 2009 Event Co-Chairs | (253) 952-6880 pbaade@msn.com mm_baldwin@msn.com |
| Delivery Angel Questions | TBD <i>Tree Angel Chair</i> | Phone Email |
| Fire Prevention | Deputy Fire Marshal. | (253) 591-5740 |

Personal Meetings

Each potential Festival designer is required to meet with the Tree Designer Chair prior to being approved as a designer. Returning designers are also encouraged to meet. This ensures that:

- Festival maintains its standards of quality
- Festival policies and procedures are understood
- Review photo albums and auction catalogs
- Aid in tree theme development
- Review of forms
- Suggestions for procurement
- Overview of Festival volunteer opportunities
- Opportunity to schedule a tour of Mary Bridge Children's Hospital & Health Center

Tree Designer Workshops

| Date | Time | Place |
|------------------|--------------|---------------------------------|
| Wednesday, May 6 | 6:00-7:30 PM | Jackson Hall 314 MLK Jr. Way |
| Tuesday, Sept 29 | 6:00-7:30 PM | Jackson Hall 314 MLK Jr. Way |

FESTIVAL OF TREES MISSION

Mission of the Festival of Trees

The Festival of Trees is an annual event benefiting Mary Bridge Children's Hospital and Health Center organized by community volunteers, the Tacoma Orthopedic Association and the Office of Philanthropy staff of the Mary Bridge Children's Foundation. The Festival of Trees not only raises funds, it also creates an opportunity to place Mary Bridge Children's Hospital and Health Center as a focal point in the community.

The Festival seeks to maintain the highest standards of quality and customer service; it involves a broad range of community support. Included are designers and sponsors, committee chairs, and event-week general volunteers. Over 1,500 individuals annually give of their time and talents to make the Festival a success

The Festival is made up of more than 50 committees, chaired and staffed by community volunteers. Leadership is provided through the Festival's Executive Committee, consisting of the Event Chair, past event chairs and group leaders, and the Festival of Trees Administrative Council (FOTAC). MultiCare Office of Philanthropy has a director, manager, and support staff to assist the volunteers and Festival's activities.

2008 FESTIVAL OF TREES HIGHLIGHTS

"Celebrate the Wonder"

The 2008 Mary Bridge Festival of Trees continued the tradition of celebrating the lifesaving efforts of Mary Bridge Children's Hospital and Health Center by further supporting the hospital's critical care services. In addition, the Festival provided a series of community events to launch the holiday season.

Last year's Festival highlights included:

- ◆ REVENUES IN EXCESS OF \$1.7 MILLION! The Festival's contributions to Mary Bridge over the last 21 years now total over \$16.3 million.
- ◆ Over 11,000 people attended the 2008 Festival of Trees, enjoying one of the three public days or five private celebrations.
- ◆ More than 50 year-round planning committees, consisting of over 300 volunteers attended to the preparation of the event. More than 1,300 volunteers worked during Festival week at the Greater Tacoma Convention & Trade Center, contributing over 50,000 hours of service.
- ◆ **The Gala Auction & Dinner**, sponsored by J.R. Abbott Construction, attracted a crowd of 650 that generated auction revenues over \$750,000, including more than \$331,000 in Fund-an-Item contributions.
- ◆ **JingleBell Jam**, sponsored by the John L. Scott Real Estate Foundation, hosted 425 guests to an exciting evening of dinner, an auction, and dancing until 1 a.m. Gross auction revenues were approximately \$259,000, including \$148,850 for the Parent Apartment program.
- ◆ Festival's, **Candy Cane Carnival**, sponsored by Cascade Regional Blood Services, is an event where kids raise money for kids. Teams of kids' putt-putt golf generated nearly \$8,000.
- ◆ Led by the Puyallup Tribe of Indians, Associated Petroleum Products, Propel Insurance, Unigard Insurance Group, and the Tacoma Orthopedic Association, Festival received corporate sponsorship support from 25 local, regional, and national businesses. Lost Lake Resort, Ed and Madonna Arnold, and LeRoy Jewelers were among the individuals and corporations joining the Festival's sponsorship roster in 2006. Festival's major sponsors contributed more than \$267,000 in cash to the event.
- ◆ Over 100 local businesses, organizations, and individuals contributed nearly \$143,000 to sponsor the Festival's 70 beautiful trees.

2009 FACTS AT A GLANCE

| | |
|-----------------|---|
| BENEFITS | Mary Bridge Children's Hospital, Tacoma, Washington. Mary Bridge provides health care to children from Pierce County and throughout southwest Washington. |
| EVENT | <ul style="list-style-type: none"> ◆ 23rd Annual Festival of Trees ◆ Nearly 70 elaborately decorated evergreen trees on display ◆ Exquisite holiday gift shop ◆ Live entertainment, special theme days, and activities ◆ Pictures with Santa for the whole family ◆ Raffle opportunities to win wonderful items during public and private events |
| WHEN | <p><u>Open to the General Public—subject to change</u></p> <p>Adult admission \$6.00 Students (13 -18 years) \$2.00 Children (12 and under) Free</p> <ul style="list-style-type: none"> ◆ Thursday, December 3 - 5:00 p.m. to 9:00 p.m. ◆ Saturday, December 5 - "Kids' Day" 10:00 a.m. to 3:00 p.m. ◆ Sunday, December 6 - 11:00 a.m. to 4:00 p.m. <p><u>Invitation-Only Events (Invitations mailed in mid-October)</u></p> <ul style="list-style-type: none"> ◆ Evening Event To Be Determined Thursday, December 3 - 6:30 p.m. to 9:00 p.m. ◆ Gala Auction & Dinner Friday, December 4 - 6:00 p.m. to 11:30 p.m. Ticket price: \$300 per person ◆ JingleBell Jam—Dancing in the Trees Auction, Dinner & Dance Saturday, December 5 - 6:30 p.m. to Midnight Ticket price: \$125 per person |
| WHERE | Greater Tacoma Convention & Trade Center |
| PHONE | Information phone numbers: (253) 403-1368 or (253) 403-3095 |

DESIGNING AND DECORATING YOUR TREE

Decorating Information

Tree

- Provided by Festival on Designer Day per the tree information form.
- Is a 4' or 7' noble fir tree, natural green, flocked, lightly flocked, or spot flocked with an applied fire retardant.

Choosing a Theme

- Convey a cohesive theme with decorations, color, concept, and gift items for the tree and the surrounding area.
- Let the Festival office and/or Designer Chair, know your theme ideas; we want to ensure there are a variety of themes
- Festival reserves the right to deem what is appropriate in theme development and items under your tree

Tobacco Products

- It is the policy of the Festival of Trees to prohibit the promotion and sale of tobacco and all tobacco products. No such product may be included in any theme, display, or design. Festival of Trees is hosted by our community's largest health care provider and benefits Mary Bridge Children's Hospital. As such, Festival has an obligation to promote the ideals of a healthy lifestyle, particularly as it relates to children.
- Alcohol may be included in designs and displays at Festival. However, it may not be the sole focus of such a display or theme. No alcohol manufacturers or distributors may serve as Festival sponsors.
- The premise behind the difference in the policy related to alcohol and tobacco is that it is generally accepted that alcohol does not have negative health effects when used in moderation.
- The management of the Festival of Trees reserves the right to remove any item(s) deemed contrary to the aforementioned policy.

Design Space

- 7 foot trees will have a 10' x 10' space with a 36" x 36" cross base for the stand.
- 4 foot trees will have a 10' x 5' space with a 24" x 24" cross base for the stand.
- Floor space must be covered keeping with the theme.
- Do not overflow your space.
- All items in the tree space are the property of the buyer, including platforms & displays.
- All items must fit in a moving truck and through a standard size house door, platforms will need to be in at least 2 pieces and the tree topper may need to be removable.

Planning for Your Tree

- Decorate the tree so it can be viewed from all sides
- Seek donors from the community to contribute items such as cash, gifts, and services. Use the letter and Friends of the Festival Procurement Form for each item you receive (make sure the name of the lead designer is on all forms.)

Backdrops and Props

- Large items including walls, draperies, lattice work, mirrors, fences, etc. in the tree space that exceeds 5' in height and 3' in width or length.
- May not obstruct the view from one tree into another.
- Must have a flat, plain white or unobtrusive finish on the reverse side. Items with an unattractive backside (i.e., TV.) must be covered or disguised to minimize the impact on the adjacent tree's designs. Failure to comply with these requirements may result in the removal of the object(s) from the tree display.

Backdrops and Props (cont.)

- Backdrops and vignettes may enhance the visual appearance of the tree, and they may add costs. Consider whether these costs actually increase the value to the buyer.
- Let the Designer Chair know if you have any large items, a vignette, prop or backdrop, so the tree can be placed in an appropriate location.
- EVERYTHING (including tree toppers – you may want to make them removable) must fit through the standard size door, in rooms with ceiling heights of 7'6", or in an 8' high truck, unless you make arrangements for transfer to the buyer's home.
- Remember, someone will need to move your items, if it's not going to be you.
- Utilize materials that can withstand the moving process without damage or you make other arrangements for delivery.
- *Backdrops, vignettes, and props that are not easily moved will be the responsibility of the designer to make delivery arrangements.*
- **If you have any concerns about meeting these requirements, contact the Designer Chair immediately. This is not an opportunity to "act now and ask forgiveness later." Often, alternative arrangements for shipping can be suggested if we have notice at least two weeks prior to Festival.**

Make Your Tree a Special Gift

- Provide an assortment of gifts that fit within the tree's theme.
- Provide gift certificates, such as a weekend or extended trip or a food/flower-of-the-month certificate.
- Include an item, which may be a part of the home's decor for years to come.
- Create a scrapbook or photo album of your tree and your efforts.

Electricity

- One electrical outlet will be provided for each space.
- You are required to provide a multi-plug with **CIRCUIT BREAKER** incorporated; **NOT** multi-plugs with surge protectors.
- You must provide at least three (3) polarized extension cords, 2-prong or 3-prong 16-AWG
- All of these items remain with the tree.
- Electrical cords must lie on **top** of any floor covering and **not** under heavy tree stands or props.

Tree Lights

- At least 100 **NEW** (UL-approved) lights per foot of tree are recommended. Many designers use 300 lights per foot, to really show off their tree.
- **DO NOT USE OLD LIGHTS!**
- Lights independent of each other are best; if one light burns out, the rest stay on.
- No more than **THREE** strands of lights can be plugged in together.
- Do not use lights that get hot. If you have any concerns test your lights.
- **Test the lights before coming to designer day.** Leave the lights on while attaching them to the tree; this will help detect loose or faulty lights.
- **Lights should enhance the tree, not detract from it.** Use lights that have the same color chords as the color of your tree.
- Colored lights should enhance the tree. The Designer Chair may be helpful with this decision.
- **Securely fasten the lights to the tree with wire ties the same color of the tree.** Hide them so they cannot be seen.

Bows

- Can be a low cost "finishing touch."
- Wire ribbon is the easiest to tie.
- Fabric ribbon is printed on one side and is stiff and hard to tie.

Bows (cont.)

- Velvet is beautiful; but thick and is more difficult to tie.
- Ribbon comes in many widths, the wider the more yardage it takes to make a nice bow. Two common sizes are No. 3 (¼" in width) and No. 9 (1½" in width). It takes about 2 yards to make a nice bow.
- Tie your bow with long pliable wire so you can wire the bow right to the tree. Pigtail wire is great; it comes in white or green and is coated with plastic.

Fillers

- A variety of material may be used to fill empty spaces and add shape to the tree.
- Suggestions: dried baby's breath, ribbon wraps, bows, raffia, tulle, pine cones, holly, or flowers. Use your imagination!
- *Eucalyptus may not be used; it is highly flammable.*

Securing Decorations to the Tree

- The tree will be moved several times, once through a door that is not as wide as the decorated tree.
- **All Decorations (including lights) must be wired to the tree to secure them in place.** Needle nose pliers with side cuts may help make it easier and faster.
- 4" of wire is ample to tie the average ornament to a branch using two tight twists.
- **GLUE** all ornaments with inserted or slip-on hanging attachments to keep the "hanger" from slipping out.

Underneath it all

- Material to cover the base of your tree and the entire surrounding floor space is required.
- This can be as simple as a piece of fabric or as elaborate as a hand-quilted tree skirt.
- Floor covering can be from a variety of materials such as fabric, carpet, or wood. Make it easy to move!
- Festival has the discretion to add floor coverings or a tree skirt if deemed necessary.
- **DO NOT** use non-related items just to **increase** the value of the tree.
- **All wrapped boxes must contain a gift.** Gift tags may be attached to describe the contents.
- Small items of great value should not be placed with the tree, except for Gala evening. These items should be submitted to the Tree Accounting Chair on Designer Day and kept in the Festival safe.
- **REMEMBER — all items placed in the tree space must be sold with the tree. Please do not place anything with the tree that you expect to have returned.**

Security

- Keep security in mind when placing items around your tree.
- Valuables or small items should not be reachable to the public.
- You may want to secure items to the tree using fishing line, so the possibility of theft is lessened.

Signage

- Use an innovative method to present the tree theme, describe gifts, and provide recognition to donors.
- Oversized package tags, professionally lettered signs applied to decorative elements, and mounted newspaper articles have all been used to thank a donor or promote a hidden treasure.
- If you have questions regarding the suitability of your signage, contact the Designer Chair or the Festival office for clarification and approval.

What Does NOT Sell Well at Festival?

- Items that do not add significantly to the value of a tree are art objects and jewelry; both are of personal preference.
- Items not related to the tree theme.

Fire Prevention Information

Please keep in mind that fire prevention is most important. Use the recommended electrical cords and outlets detailed on page 8. If you are in doubt, contact the Festival office or the Designer Chair at the phone numbers listed on page 3. **You may also contact the Fire Inspector directly at 591-5728.**

Shopping Options

- The following companies have agreed to allow Festival designers to shop at their businesses
- Shopping is limited to items for Festival of Trees uses only, no personal purchases.
- Some location needs you to identify yourself as a Festival Designer.
- **YOU MAY NOT CHARGE PURCHASES TO FESTIVAL OF TREES OR MARY BRIDGE CHILDREN'S HOSPITAL ACCOUNTS**

Wholesale Shopping Form

- Return the Wholesale Shopping Form if you have additional designer team members other than the designer and co-designer names listed on the Designer Tree Commitment Form
- Complete and return to the Festival office **prior** to your visit.
- Please allow one (1) week for us to process this information.

| Vendor | Hours | Notes |
|--|---|--|
| Washington Floral Services <i>Wholesale</i> 2701 South 35 th Street, Tacoma (253) 472-8343 | <u>Mon-Fri</u> 6:30am -3:30pm <u>Sun</u> 12pm -4pm | Stop at the front office and receive a day pass before shopping. Melinda and Sandy are our contacts. Ron Traugher may be able to accommodate special requests for some specific themes. Items are not returnable and you must show I.D. to enter. |
| Howell's Home & Floral <i>Wholesale/Retail</i> 6030 NE 112 & Holman (I-205 & NE Airport Way) Portland, OR (503) 255-2001 WWW.shophowells.com | Open 7 days <u>Mon-Fri</u> 9:30am-6pm <u>Sat</u> 9:30am – 5pm <u>Sun</u> 11am– 4pm | Contact: Dave Howel They offer 40% off list, plus a coupon incentive. Spend \$30 get a \$10.00 gift certificate for a future purchase, \$125 get \$50 gift certificate, \$299.00 or more get \$150 gift certificate. They carry the full Allstate line. |
| Party @ Display & Costume <i>Retail</i> 11201 Roosevelt Way NE, Seattle, WA 98125 (888)562-4810 (206)-362-4810 5209 Evergreen Way, Everett, WA 98203 (425) 353-3364 975 NW Gilman Blvd, Suite A, Issaquah, WA 98027 (425) 392-3777 www.displaycostume.com | <u>Mon-Fri</u> 8:30am– 8:30pm <u>Sat</u> 9:30am – 6pm <u>Sun</u> 11am – 5pm <u>Mon-Fri</u> 9am – 8:00pm <u>Sat</u> 9:30am – 6pm <u>Sun</u> 11am – 5pm <u>Mon-Fri</u> 9am – 9pm <u>Sat</u> 9pm – 6pm <u>Sun</u> 10:00 – 6:00 | The Roosevelt Way and Everett stores have a Christmas decorations show room is up all year long with the best supply in mid or late August. The Issaquah store only has Christmas decorations in the fall. <i>15% discount for auction fundraisers</i> |

| Vendor | Hours | Notes |
|---|--|--|
| Allison Design <i>Retail</i> 5957 4 th Ave. So. Seattle, WA 98108 (206) 763-5669 | Not available | Silk foliage and holiday ornaments Vases, serving Designers and Retail Clientele, Residential and Commercial Designs, Living Orchids, Holiday and Gift, Fragrance, Event, Design Gallery, Candles, Botanical Decor, Accessories, Plant |
| Fidalgos Home Flair <i>Retail</i> 6535 5th Place South #C Seattle, WA. 98108 (Just South of Michigan, by the 76 Station & next door to Packaging Specialties) (206) 264-2446 www.fidalgoshomeflair.com | <u>Mon-Sat</u> 10am– 5pm CLOSED SUNDAYS | Fidalgo's Home has re-opened and moved South to the <i>GEORGETOWN</i> neighborhood STORE HOURS: |
| Marshall Walton Design <i>Retail</i> 2741 4 th Ave. So. Seattle, WA 98108 (206) 447-0544 www.marshallwalton.com | Mon-Fri 9:30am -2:30pm. | Offering home accessories, city planters, and holiday decor. |
| Big Box Stores <i>Retail</i> Costco, Kmart, WalMart, Target, Lowes (lights), TJ Maxx, Marshalls | Hours vary | Ribbon, lights, accessories, etc. |

Moving Into the Event Facility on Designer Day

- Designer Day is very crowded.
- Please make every effort to respect the space of your fellow designers and to be mindful of the aisle ways.

List of Equipment

- At least three (3) extension cords to remain with the tree (See pg. 9)
- One multi-plug strip **WITH CIRCUIT BREAKER** to remain with the tree.
- Floral or covered wire for the attachment of lights and ornaments.
- Needle nose wire cutters with side cuts, regular pliers, and scissors.
- Boxes for decorations or items displayed under the tree.
- Glue gun and glue sticks with extension cord.
- Tapes—floral, masking, etc.
- Ladders. Neither the Festival nor the Convention Center provides ladders for your use.
- Broom or portable vacuum for cleanup.

Prior to Designer Day

- Depending on how complex the physical arrangements are for the Festival at large, it may be possible to move in large items for your tree.
- You must make these arrangements through the Designer Chair at least one week in advance of Designer Day.

Opening Time

- The Convention Center opens at 8:00 a.m. on Designer Day.
- It is easier if all decorations are assembled and ready to go on the tree prior to Designer Day.
- Keep in mind that most designers spend the morning putting on the lights.

Safety

- **No one under age 10 may be in the Convention Center on Designer Day to help with decorating a tree.**
- **Children 10 or younger can visit for short periods, 30 to 45 minutes, with adult supervision to view the trees.**
- **Contact the Festival office regarding special considerations.**

Helpers

- Having 2 to 3 decorators will make your job easier and more fun.

Check-In

- **YOU MUST HAVE YOUR MULTI-PLUG WITH CIRCUIT BREAKER WITH YOU TO CHECK IN!** You will be asked to share the packaging that **shows you have a circuit breaker** in your multi-plug. A surge protector is not adequate.
- Enter through the “F” lot off Market Street at the Convention Center and find the designer check-in area near the stage.
- Receive your tree number and location.
- Unload your vehicle and then move it to the designated location.
- **Tree Inventory and Tree Accounting Reports must be complete on or before Designer Day and appointments with tree accounting will be coordinated at check in.**

Paperwork

TREE INVENTORY REPORT and TREE ACCOUNTING REPORT must be completed prior to your scheduled accounting appointment. See page 13 for more information about these reports.

Tree Bags

A large plastic bag is provided by Festival.

- It needs to be opened, rolled down, and placed under the tree stand.
- This bag will be pulled up over your tree and tightly fastened for delivery.
- The bag must be under the tree ready for the delivery angel.

Boxes

- You may store boxes to be used for pack up and delivery at the Convention Center.
- Place them in a large plastic bag and label it with your tree number. (You may receive the bag at check-in.) Keep as many boxes as you can for packing up on tear down evening.
- Turn in the labeled bag at the Designer Check-in Area.

Clearing the Aisles

- 5:00 p.m. all designers need to clear the aisle ways, so that the carpet can be installed.

Selection of Trees for Live, Silent Auction, or Bid-O-Gram

- Selection of trees for Live (approx 30), silent (approx. 20) and Bid-O-Gram (approx 10) Auctions takes place the day following Designer Day by a committee.
- All but two trees are auctioned at Gala. One is auctioned at JBJ and one is the raffle tree. This is subject to change.
- The selection committee consists of the Gala Auctioneer, Event Chair, Designer Chair, Gala Chair, Gala Live Auction Chairs and Festival staff. Trees are evaluated with regards to the nature of the gifts accompanying the tree, the overall value, meaningful anecdotes, connections with Mary Bridge, and information that affects the marketability of a tree.

Award Ribbon Information

The People's and Kid's Choice Awards

- These ribbons are awarded daily.
- Ballots are collected from attendees during public visiting hours.

FORMS AND REPORTS

All forms are available on the web page, www.marybridge.org/fot and may be e-mailed to Amy Bettsworth in the Festival office at: amy.bettesworth@multicare.org

Designer Commitment Form – *Due when you decide to be a Festival tree designer*

This is your commitment to design a tree for Festival. Please inform the Festival if any of your information changes.

Wholesale Shopping Form – *Due when you sign up to be a designer*

This will allow you to shop wholesale at Washington Floral Services and other suppliers for items for your tree. See details under Wholesale Shopping in the Designing Your Tree Section.

(See pg. 10)

Designer Advance Agreement – *Due when you sign up to be a designer*

- This must be filled out in order to receive an advance or reimbursement of funds from Festival.
- Festival must also have received the funds from the sponsor before they can be dispersed.
- The Festival staff requests the check from MultiCare Health System Financial Department. **Processing typically requires 2 to 3 weeks after a sponsor match has been made.**

Tree Information Form – *Due September 15; you may turn it in as soon as you know the information.*

This provides essential information to the Festival office about your tree:

- Tree Title, duplicate titles are not allowed and must be reserved in writing.
- Type of tree treatment requested: green, flocked, spot flocked, or lightly flocked.
- Backdrop/props planned, this helps determine the best placement for your tree. It is essential that your backdrop/props do not distract from or block the view of surrounding trees.
- Similar tree themes are allowed, outlining your plans will help ensure that two trees with similar themes are not placed near each other.

Gala Tree Host & Delivery Angel Information

- We must know as soon as possible if someone from your group will be hosting the tree at Gala.
- Remember, no one under 21 years of age is allowed at Gala.
- Who will be the Packing & Delivery Angel for your tree?

Gala Catalog Description – Due October 1st, submit as soon as you can.

The following layout is an example of the format used.

- **Tree number:** Assigned by Festival.
- **Tree Title:** A brief, catchy presentation of your theme.
- **Name of the Sponsor(s):** Assigned by the Festival.
- **Name of the Designer(s):** Including group or business—not to exceed three lines.
- **Theme & Decorations:** A short explanation of the theme and description of what the tree will look like including colors, and decorations.
- **Complementary Items:** Three bullet points will be available to outline the **special** gifts accompanying the tree.
- **The Festival Thanks:** An alpha listing of all donors who contribute more than \$50 value to your tree as recorded on the Friends of the Festival donor forms. **Donor forms received after October 1 will not be listed.**

Example

An English Country Garden

Sponsor Mrs. Elbert H. Baker, II

Designer: Sonia Davenport and Donna Gullikson, assisted by Browns Point Guild Members

An English country scene depicted in garden art and décor includes silk hydrangeas and roses tied with gold and lavender bows. Imported collectible fairies and an array of beautiful ornaments complete the décor.

- Bistro garden table and chairs topped with a silver tea set.
- Imported cement bench and garden statues, birdbath and birdhouses, garden tools and games.
- British Columbia getaway at Trickle Creek Resort and Laurel Point Inn via Victoria Clipper.

The Festival thanks: Velma and Scott Byers, Bensons, Cliff House, the Davenports, Dilettante Chocolates, Demar Inc., the Gulliksons, Laurel Point Inn, K.T. Morris & Associates, Mt. Rainier Scenic Railroad, Palazzi Garden Décor, Twin Lakes Golf & Country Club, Victoria Clipper, Members of the Browns Point Guild, Concrete Art Design, the Wittenburgs, and Harvey's Skin Diving.

Tree Accounting Report – Due Designer Day

- Designers that received a Festival money advance must submit **original receipts** for items purchased for their tree on a **Tree Designer’s Accounting Report**. These receipts and reports will be forwarded to the MultiCare Health System Accounts Payable department for accounting purposes.
- Designers eligible for Festival Funding who did not wish to be advanced money may submit their **original receipts** and a **Tree Designer’s Accounting Report** on Designer Day. The amount of the receipts, up to the previously authorized designer budget amount, will be reimbursed to the designer. **Processing typically requires 2 to 3 weeks.**
- REIMBURSEMENT REQUESTS RECEIVED AFTER FESTIVAL WEEK MAY NOT BE ACCEPTED.
- Designers who fail to submit receipts and **Tree Designer’s Accounting Reports** within the allotted time periods **WILL NOT** be eligible for an advance in the succeeding year.
- Designer advances may be used for expenses of tangible items used for decorations and gifts for the tree, and the sales tax associated with those items. Time, labor, transportation, telephone expenses, and the like are not reimbursable designer expenses. Designers are encouraged to maintain records of these non-reimbursed expenses for tax purposes, they may be tax deductible.

Tree Inventory Report – Due Designer Day

Itemize EVERY item on, under, and around your tree. It is important to be accurate; this form determines the value of your tree and is given to the buyer at the Gala Auction.

- All items associated with each tree need to be included in order to comply with federal and state tax codes.
- A complete listing for each category of Decorations, Gifts and Certificates, Tickets, and Services is needed. The separate categories are needed to meet tax code requirements. All items procured or bought must be recorded on this report (i.e., decorations, lights, gifts, floor coverings, etc.) with the **RETAIL VALUE** stated.
- **Do not submit** receipts with the Tree Inventory Report.

Procurement Forms – Due October 1. (Please turn in forms as you receive them; do not hold them until October 1.)

All donations to your tree - cash, decorations, gifts, services, donated labor*, and discounts on purchased items—**EVERYTHING**—must be recorded on “Friends of the Festival” procurement forms and processed through the Festival office.

Procurement forms turned in by October 1 will be listed in the ‘Festival Thanks’ portion of the Gala Catalog and Daily Tabloid.

- Carry forms with you at all times. (You never know when a procurement opportunity will arise!)
 - **Be sure to fill in “Lead Designer or Group Name” section before giving the form to a donor.**
 - **Completely** fill out forms the moment you get a commitment.
 - The **pink** copy is the donor’s; the yellow copy is for your files.
 - Return the **white** copy to the Festival office immediately.
 - Forms will be promptly processed and letters of acknowledgement will be sent to the donors.
 - If you collect and send in the procurement forms, you will have a more up to date accounting of donations to your tree.
 - **Additional procurement forms are available from the Festival office.**
- * According to the IRS, “a charitable deduction cannot be claimed for the ‘donation’ of personal services or time.” However, we would like to acknowledge all of our generous donors with a thank-you letter and a catalog listing!

VOLUNTEER OPPORTUNITIES

Gala Evening Tree Host

What Does a Gala Tree Host do?

- Stay by your tree and talk to potential bidders as they shop the trees and socialize.
- Explain what is special and unique about your tree to generate enthusiasm for your tree auction.
- For live auction trees, a special item or feature may be displayed on stage while the tree is being auctioned.
- For the silent auction you become the tree's best salesperson. You play a big part in encouraging bidding and highlighting the attributes of the tree.
- For the Bid-O-Gram tree please review the Bid-O-Gram rules in the catalog and make sure there are ample Bid-O-Gram flyers at your tree at all times.
- Have fun!
- Once your tree is sold, you may stay with the tree, check out with the Gala Volunteer Chair and leave, or help with one of the many Gala volunteer jobs. Just let the Gala Volunteers Chair know if you are interested in helping out; we may be able to use your help! Please do not consume alcoholic beverages.

What Else Do I Need To Know?

- The Gala is a black-tie event. Wear dress clothes as appropriate to the event or dress in costume to enhance the theme of your tree.
- Enter through the volunteer door on the south side of the Convention Center off Market Street.
- Check in at the designer area on the fifth floor of the Convention Center between 5:30 p.m. and 6:00 p.m.
- You **may not consume alcohol** at Gala as you represent Festival and Mary Bridge Children's Hospital.
- Dinner is provided in the volunteer staging area. It is usually provided once the auction starts.

How Many People Can Host my Tree?

Two people may host at each tree. If additional designers want to host, there may be a need at another tree. Please contact the Gala Volunteer Chair or the Festival office.

What Will Happen if I Cannot Host my Tree at the Gala?

- We encourage you to find someone who can. Share everything about your tree with them so they can answer questions.
- Fill out the name of the hostess on the tree information form (due September 15).
- If you are unable to find a substitute host, the Gala Volunteers Chair will assign a volunteer. Every tree will be individually hosted at the Gala.

Delivery & Packing Angels

Packing your tree is a very important aspect of designing a tree for Festival, as is “*angel-ing*” it. Many designers look forward to meeting the purchaser of their creation and seeing their tree successfully placed in its holiday home.

Designer/Delivery Angels must be available:

- **Saturday, December 5 (by phone)** to be notified of the name and phone number(s) of the buyer. You must contact the buyer to set a convenient time for the touch-up process and review delivery instructions.
- **Sunday evening, December 6, usually 5:00 p.m.**, for packaging of the items and bagging the tree. Bagging is encasing the tree in the giant plastic bag that was provided with the tree on Designer Day. Festival will provide the tape used for securing the bag. Festival will deliver the tree and all the accompanying items.
- **During the day on Delivery Day, Monday, December 7** to unpack the boxes and touch-up the tree. Call the Delivery Angels Chair when the tree is completed. Evaluate the process, and share any concerns or issues.

FUNDING AND SPONSORSHIP

Designer Funding Policy

The Festival of Trees receives cash sponsorship for each of the trees which cover two components:

- Cash to underwrite the initial expense of the tree and other costs associated with displaying the tree
- Basic costs of decorating the tree—a minimum of \$1,000 for 7' trees and \$600 for 4' trees

The sponsorship fee structure is as follows:

- 7' Tree:** Cost is \$600 sponsorship fee **plus** the cost of decorations (minimum \$1,000, for a total of at least \$1,600). The tree is auctioned, live, silent, or Bid-O-Gram during the Gala evening.
- 4' Tree** Cost is \$400 sponsorship fee **plus** the cost of decorations (minimum \$600, for a total of at least \$1,000). The tree is auctioned, live, silent, or Bid-O-Gram during the Gala evening.

Paying for the decorations component of the sponsorship fee, the sponsor has two options:

- **Sponsor Direct Funding** - The sponsor works directly with the designer by setting a budget and system for reimbursing expenses. This system works particularly well for designers who are employees of, or otherwise affiliated with, the sponsor.
- **Festival Funding** - The sponsor writes a check to Mary Bridge Children's Foundation, which then advances or reimburses the expenses to the designer.

Tax Deductions for Volunteers that itemize deductions

Be sure to consult your tax advisor regarding the deductibility of any expenses. The following information is provided for general reference and cannot be considered “tax advice” from a qualified professional.

- May deduct **non-reimbursed out-of-pocket expenses** directly related to their volunteer service.
- **May not deduct the value of their volunteer time or services.** (Examples: attorneys who provide free legal assistance to a local housing organization; doctors who volunteer at a free clinic; teachers who volunteer as tutors.)
- Volunteer service and charitable donations must be contributions to a “qualifying organization.” **Mary Bridge Children's Foundation meets this requirement.**

Sponsor and Designer Advertising Policy

- Products and services may be incorporated into the design of the tree if the overall presentation is of a holiday nature or keeps with the theme of the tree.
- Tree sponsors and designers will be recognized on a sign created by the Festival and placed on an easel next to the tree, in the Daily Tabloid, and in the tree description in the Gala Catalog. The listing of sponsors and designers in these presentations shall be of uniform typeface **without** business logos or individualized recognition.
- Donors of goods, services, and cash of over \$50 or more will be acknowledged as Friends of the Festival in the Daily Tabloid, Gala and JBJ Catalogs if their donations are submitted within the October 1 deadline.
- Signage related to the design, gifts, or donations by Friends of the Festival is permitted, subject to the approval of the Designer Chair and Festival Manager. Signs need to be professional, **maximum size 24" x 30"**, and can not detract from the official Festival tree sponsor and designer sign, or from the aesthetic value of the overall tree design. Such displays can not block or be attached to the official tree signage. The Festival will **not** provide additional easels.
- Advertising materials may be distributed only at the Festival Information desk. Leaflets, brochures, or other materials/gifts of a tree shall not be distributed at tree side or within the room. All advertising materials require prior approval of the Designer Chair and the Festival Manager.
- The Festival will not make available to the public home addresses and/or telephone numbers of its designers without the designer's prior approval.

Event and Tree Sponsors

The following lists the MultiCare Sponsors. Festival Designers **MUST NOT** solicit from any of these businesses or individuals without calling the Festival office first. We have or are currently in the process of negotiating these sponsorships for the 2009 year; **your contact could threaten these negotiations**. On your next visit to any of these businesses, please be sure to thank them for their support of the Festival of Trees and Mary Bridge Children's Hospital.

2008 MAJOR SPONSORS

Addison Construction Supply, Inc.
Edward and Madonna Arnold
Associated Petroleum Products, Inc.
Bargreen Ellingson, Inc.
Bell-Anderson Insurance
Cascade Regional Blood Services
The Confederated Tribes of the Chehalis
Reservation/Great Wolf Lodge
Teresa & Mauri Fromm
Gordon Trucking Inc. / Valley Freightliner, Inc.
J.R. Abbott Construction Inc.
John L. Scott Real Estate Foundation
Kaye-Smith Enterprises
Key Bank
Dr. and Mrs. Vincent G. Kokich
LeRoy Jewelers
Lexus Of Tacoma at Fife

Lost Lake Resort
McGavick Winery
Medical Imaging Northwest, LLP
Mountain Moving & Storage
Paramount Centre, Inc
Potelco Inc.
Propel Insurance
Puyallup Tribe of Indians/ Emerald Queen Casino
Rural/Metro Ambulance
The Lester M. Smith Foundation
Spanaway Moonshiners Jeep Club
Tacoma Orthopedic Association
The News Tribune
Unico & Healthcare Realty Trust
Unigard Insurance Group
UnitedHealthcare Company
Weyerhaeuser Company

2008 TREE SPONSORS

ACS Healthcare Solutions
Addison Construction Supply, Inc.
Mr. and Mrs. Edward Arnold
Arthur J. Gallagher & Co. of Washington
Associated Petroleum Products, Inc.
AT & T
Baker Foundation
Bank of America
Emil N. Baranko
Bennett Bigelow & Leedom, P.S.
Cascade Eye & Skin Centers, P.C.
Cascade Regional Blood Services
Dr. Robert Chen
Columbia Bank
Commencement Bank
John Comis Assoc.
Dr. Daniel Cook
DaVita, Inc.
Mark and Tina Dworsky
Emerald Queen Hotel & Casinos
Farrelli's Woodfire Pizza
First Choice Health Networks
Steve & Bertha Fitzer
Franke Tobey Jones Retirement Estates
Giffin Bolte Jurgens
Gilchrist Buick, Inc.
Gilchrist Chevrolet, Inc.
Mr. and Mrs. Don Gill
Gordon, Thomas, Honeywell, Malanca, et al
Hanger Prosthetics & Orthotics West, Inc.
Harbor Oral Surgery
The Harmon Pub and Hub Brewery
The Humane Society for Tacoma and Pierce
County
Hermanson Company LLP
IKEA Home Furnishings
immedia
J.R. Abbott Construction Inc.
Pattie & Jeff Jensen
John L. Scott Real Estate Foundation
Kay Parks/Dan Meyer Auto Rebuild, Inc.
Douglas J. Knight, D.D.S., M.S.D.
Dr. & Mrs. Vince Kokich
Lakewood First Lions Club
Lizotte P & O Associates LLC
Lexus of Tacoma at Fife

The Lobster Shop Restaurants
Lost Lake Resort
Mary Bridge Emergency Department Physicians
Master Builders Association of Pierce County
McCallum License Agency, Inc.
Dr. and Mrs. Brad McPhee
Morton McGoldrick, P.S.
Mountain Construction
Mt. View Funeral Home & Memorial Park
National City Mortgage
Northrop Grumman Corporation
NW Children's Heart Care
Owens & Minor, Inc.
Paramount Center, Inc.
Parker Staffing Services, LLC
Patriot Fire Protection, Inc.
Pediatrics Northwest, P.S.
Pediatrix Critical Care Medicine at Mary Bridge
Pediatrix Medical Group, Inc.
Pierce County members of the Washington State
Trial Lawyers Association
Potelco
Puyallup Tribe of Indians
Regence BlueShield
Rushforth Taylor Construction
Russell Investment Group
Savage Wholesale Building Materials, Inc.
Shari Lee Thomas Guild
Skanska USA Building, Inc.
Sound Credit Union
Spanaway Moonshiners Jeep Club
Steffen & Hinz, PLLC
T.I. Northwest Corp.
Tacoma Anesthesia Association
Tacoma Plumbing & Heating
Tacoma Orthopedic Association Board
Tacoma Rainiers Baseball Club
Tacoma Screw Products
TAPCO Credit Union
TEMCO (Tacoma Export Marketing Co.)
TRA Medical Imaging Centers
Unico & Healthcare Realty Trust
Washington Architectural Hardware
Wayne's Roofing, Inc.
Wold Enterprises

10 STEPS TO SUCCESSFUL PROCUREMENT

From the Dick and Sharon Friel Charity Auction Seminar

Tree Designers — here are some sure-fire hints and suggestions to review as you begin soliciting donations for the 23rd annual Festival of Trees.

1. **ORGANIZE.** Make a call list of all your prospects, past donors, friends, family, and business contacts that can help your procurement efforts. Arrange them so that you contact all of the “easy” ones first. Start with success — there is nothing like winning to keep you moving and enthusiastic!
2. **GOALS.** Set up a program to make a manageable number of procurement contacts each week. Be realistic. Work at your own speed by making at least two contacts every day. This avoids that last minute crush. Adjust your goals to match the final deadline.
3. **REACH OUT.** Call, write, and/or make contact with as many of your prospects as possible. And do it as quickly as you can. The secret is to reach as many people as you can in the shortest possible amount of time. Procurement is a numbers business — the more people you talk to the more items you will obtain. Another hint is to ask everybody you talk to for a recommendation of somebody else that might donate to this year’s auction. It is important to keep moving. Never stop once you get started. Momentum is critical to your success.
4. **TELL ‘EM AND TELL ‘EM AGAIN.** Procurement can come from anywhere. For that reason, talk about possible auction items wherever you go: parties, meetings, social gatherings, sporting events, etc. You will be amazed at how many people have never been asked to donate. Everybody can give something to the campaign. How much? How exciting? That depends on your ideas and enthusiasm!
5. **THE FORM.** The most important procurement sales tool you have is the “Friends of the Festival” PROCUREMENT FORM. Nothing happens until the form is in the prospect’s hands, is signed, and delivered to the Festival office. Keep a good amount of these forms on hand at all times. Put at least two in your purse or pocket so that when the opportunity pops up you can close the deal on the spot! Be prepared. It’s your key to success.
6. **ASK FOR HELP.** You are not alone. You have lots of friends in the group who will help you with your procurement campaign. If you have done all you can to get an item from a prospect but need just a little extra muscle to finish your pitch, call for help. Talk to the committee chair, a Festival advisor, or someone on staff.
7. **FOLLOW UP, FOLLOW UP, AND FOLLOW UP.** It usually takes more than one call to get an item. Be certain that you call back often until you have the completed form in your hand. Every year good items miss the catalog deadline or never make it onto a tree because somebody failed to follow up as promised.
8. **MEET THE DEADLINE.** There can be no exceptions. It is important to put the date on your calendar and in all correspondence to your prospects. The “stars” always set a cut-off date a week earlier. That allows them to concentrate on following up, turning in forms, picking up items and display materials, during the last week.
9. **HANG IN THERE BABY!** You will have a moment when you get behind schedule or are turned down by an important prospect. It’s the maddening side of the procurement adventure. Smile! Take a deep breath and try again. The procurement champions will all tell you that persistence, determination, and a sense of humor are your most important support systems. REMEMBER, you are a part of a most significant fundraising event, and because of what you do, we will continue to provide care for critically ill children in our community. You make a difference, and you can do it!
10. **THANK YOU! THANK YOU! THANK YOU!** Finally, you can never thank the donors enough for the unselfish and generous contributions they make. Successful volunteers and teams always show their appreciation to the donors through personal phone calls, notes, and letters. Too often in fundraising, the art of saying thank you is overlooked—when it is in fact the most important aspect of solicitation. Take a minute to say thank you!