



# FESTIVAL of Trees & Lights

Presented by Commonwealth Electric Company of the Midwest  
Benefiting Blank Children's Hospital

## YOUR **ULTIMATE** TREE DECORATOR GUIDE



### DECORATORS DATE/TIME OPTIONS:

Sunday, November 22 from 9 a.m. to 5 p.m.

Monday, November 23 from 8 a.m. to Noon

## Thank You.

Your display will be seen by thousands of visitors and will have the opportunity to be selected by individuals and businesses who are sponsors of Festival. We look forward to showcasing your talents at this year's Festival.

# DECORATOR OPTIONS



## TREE

From the traditional to the unique, let your creativity soar by decorating a pre-lit 6½ ft. tree, 7½ ft. tree or a 7½ ft. slim tree. A space of 5 ft. x 5 ft. will be provided for each tree and the accompanying items.

## VIGNETTE

A pre-lit 7½ ft. tree, two strands of 9 ft. garland, and fireplace mantel will be provided. Floor space for a vignette will be approximately 10 ft. x 12 ft. You are welcome to provide additional props (chair, table, etc.) to create a festive look within this space.

## TREE FARM

A pre-lit 5 ft. tree and 4 ft. x 2 ½ ft. space will be provided. You supply the decorations and a tree skirt that is 48 inches in diameter. In addition to decorations, donated goods and/or services of \$250 or more must be part of your tree.



# CHECKLIST



**Please take note of the following items to ensure your tree is complete at the conclusion of decorating:**

- TREE SKIRT:** Tree skirts are required. Each tree includes a custom wooden base for stability, which must be completely covered by your tree skirt (blanket, sheet, or fabric) that is a minimum of 60 inches in diameter. Tree skirts remain with the tree and will not be returned.
- PEOPLE'S CHOICE VOTING BOX:** A voting box will be provided by Festival of Trees & Lights.
- TREE THEME:** Your tree's theme can be based on a movie, a character, a concept (sugar and spice), or specific colors. A theme, however, is not required as traditional, classic designs are also encouraged. Make sure your tree is family friendly. We reserve the right to remove any items.
- VIGNETTE ONLY:** No staples or nails should be used when decorating the mantel. Do not use any décor on the mantel that cannot be easily removed without causing damage to the paint.
- LIGHTING:**
  - Trees are pre-lit with white lights, but you may add lights if you choose.
  - For fire safety precautions, any lights added to the tree must be LED.
  - No more than three strands of lights may be connected to each cord.
  - Each connection must be wrapped with electrical tape.
  - If you add flashing lights to your tree, you must be able to identify the cord with blue painters' tape (available on Decorator Day) for easy on/off access. We turn flashing lights off for Sensory Day.

## □ DECORATIONS:

- Decorations may not include items marketing your business or organization unless you choose to sponsor Festival at \$1,500 or more.
- Due to safety precautions, flocking is not allowed.
- **All decorations - without exception, including ornaments, garland, and any additional decor - must be securely with wire. Wired means the wire hook or floral wire is firmly wrapped around the branch so that nothing can fall off when trees are moved or delivered.**
- Decorations should be of high quality and enhance the overall value of the tree.
- No living materials or edible food items may be used.
- No battery-operated items are permitted.
- All items not on the tree need to be placed on white sheets. No items should be set directly on the carpet. White sheets will be provided to you on Decorator Day.

**All decorations must be secured with wire to trees, and garland. This requirement will be strictly enforced.**

□ **TREE TOPPER:** The top section of the tree needs to be designed to be easily removed before delivery to help ensure a safe arrival to its final home. **Additionally, please be mindful of the extra height added to the tree with your design.** Trees are often delivered to locations where ceiling heights are limited and may not be able to accommodate an extra large/tall tree topper. If fragile items are included in the tree topper, the decorator will be required to replace any items broken during delivery. Please keep all this in mind when designing and securing ornaments.

□ **PERSONAL ITEMS:** No personal items should be attached to the tree. If you choose to use personal items as part of the display, a written list of these items must be submitted when you check-out after decorating is completed. Decorators must pick up these items from the Festival site on Sunday, November 29 between 6 and 7:30 p.m. or these items will become the property of Festival.

□ **EXTRA TREE ITEMS:** Please keep in mind that all items around the tree are packaged up and delivered to their final destination. There is limited space on each moving truck and if there are too many extra items, some might be donated to the Not New Shop.





# TREE FARM CHECKLIST

Festival visitors are invited to bid on the trees in the Tree Farm, and the highest bidder by Sunday afternoon will “win” the items and the tree to display in their home or business. Trees will be available for pick up from the Festival Office at the end of October.

- \$250 VALUE:** Donated goods and/or services of \$250 or more must be part of your tree and is in addition to tree skirt and ornaments. Examples include gift cards, tickets, apparel, etc.
- TREE SKIRT:** A tree skirt of 48 inches in diameter is required and remains with the tree.
- DECORATING REQUIREMENTS:**
  - **All decorations – without exception, including ornaments, garland, and any additional décor – must be securely wired. Wired means the wire hook or floral wire is firmly wrapped around the branch so that nothing can fall off when trees are moved or delivered. This requirement is strictly enforced.**
  - Any additional lights added to the tree must be LED.
  - If you add flashing lights to your tree, you must be able to identify the cord with blue painters’ tape (available on Decorator Day) for easy on/off access. We will turn flashing lights off for Sensory Day.
  - Due to safety precautions, flocking is not allowed on site.
  - No living materials or edible food items may be used ON the tree; however, non-perishable edible food items can be used as part of the silent auction package.
- TREE SPACE:** Each tree space is approximately 4 ft. x 2 ½ ft. The items you bring with your tree need to fit in this space with your tree. If you would like to have larger items, please email [DM\\_BCHFestival@unitypoint.org](mailto:DM_BCHFestival@unitypoint.org) to receive approval. Tree spaces are pre-assigned by Festival staff. No special space requests will be permitted.
- DELIVERY:** The decorated tree, tree skirt, donated items, and/or certificates for services should be delivered to the Iowa Events Center Ballroom on November 22 from 9 a.m. to 5 p.m. or November 23 from 8 a.m. to Noon. Decorators may bring a fully decorated tree for the Festival team to set up, or choose to decorate their tree on site during these delivery times.



# THEMES, TIPS, TRICKS & TRANSPORT



**Whether this is your first time, or your tenth time, we want to provide some guidance as you develop your tree design.**

Individuals of all ages have been attending Festival for over 40 years to enjoy the beautifully decorated trees. Part of the magic of Festival is having trees in a variety of themes, colors, and inspirations. Consider the following:

- You do not have to have a theme! Some of the most popular trees at Festival have a traditional, classic, holiday feel.
- After Festival, trees go to a variety of final destinations - homes, businesses, charities and our hospitals. Because of this, having great variety among the trees is important to best fit the final destinations.
- Festival attendees love the inspiration and stories behind tree designs. Be sure to share with us any source of inspiration as it adds to the enjoyment of Festival attendees.



THEMES

# TIPS & TRICKS



Decorators are some of the most creative and innovative people, and have shared, some of their tips and tricks over the years.

## Consider the following when planning and decorating your tree:

- Hang decorations at different points on the branches - some close to ends, others tucked in closer to the trunk. This adds fullness and dimension to the tree.
- All ornaments need to be wired to the tree to ensure safe transport. Floral wire works great as it is easy to cut and wrap around the ornaments and branches. Be sure to wire the decorations tightly to the tree as they can slip off if wired too loosely.
- If using plastic or shatterproof ornaments, please glue the ornaments to the caps to ensure the ornaments do not detach during transport.
- There are a variety of ways to hang garland. Spiral it around the tree or drape it down the tree attaching to branches and fluffing along the way.
- Garland, bows, flowers, berries or leafy stems can be great fillers.
- Decorate with the Festival audience in mind. Think of eye level for adults, kids or someone using a wheelchair.
- Trees are visible from all angles, including the back, so plan for enough decorations to cover the entire tree.
- Be considerate of neighboring tree displays by limiting the amount of decorations/décor around your tree.
- Depending on design, trees can take several hours to decorate. If possible, complete any preparation ahead of time. Gluing caps, cutting wire, attaching wire to ornaments, etc., could all be done from home or work to reduce the amount of time needed to decorate your tree.
- Supplies that assist with decorating that we recommend bringing with you: Step stools, scissors or wire cutters, hot glue guns, and gloves to protect your hands from the branches.



# TRANSPORT



Sponsors of Festival at the \$1,500 level or more have the option to select a tree. If you are not a Decorator Plus Sponsor, your tree will be available during Tree Selection for these sponsors to choose. Once a tree is selected, the sponsor gets to decide where the tree will go after Festival. This could be a business, their home, or they could choose to have their tree donated to a local charity or patient/family.

## **Because all trees will be transported, please consider the following:**

- All trees must stand up to being bagged, strapped down and transported via a box truck to their final homes. This is why securing decorations to the tree is so important to preserve and protect your wonderful designs.
- All trees must fit through a standard doorway. Be considerate of total width, height and weight of tree.
- While the extra decorations/décor around the trees add to the overall design, too much can create challenges for packaging and transporting trees to their final homes/businesses. Please keep in mind the potential final home/business your tree may go to.



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