

TREE SPONSOR INFORMATION
Children's Museum Festival of Trees

All trees are entered in the "Silent Auction" and on display for the duration of the festival. Patrons bid on their choice of trees, wreaths, or other items up for auction; the highest bidder wins the opportunity to purchase the tree, including ornaments. *This is an excellent way to promote your business & help the Children's Museum at the same time. All donated items are tax deductible.* All proceeds benefit the programs and Future Vision of The Children's Museum.

GUIDELINES

- 1 Your tree may be 6-7 ft tall or 2-4 ft tall, but **MUST** be made of artificial material.
- 2 Due to health regulations and health issues, we cannot accept trees with edible items
- 3 Lights are encouraged since they help the trees to show up. Please provide an extension cord. If you would like your extension cord returned, please label it with you name and plan to pick it up on Tuesday, December 29th between 1 and 3 pm.
- 4 Historically the types of trees that have preformed best at the Festival of Trees are the ones with the heaviest emphasis on permanent decorations.
- 5 **WIRE ON ALL ORNAMENTS SECURELY!!!! THIS IS MANDATORY!!!!**
Someone will be checking your tree before you leave on set-up day. The new owners of your lovely tree lose the magic when the ornaments fall off or break. We realize this takes extra time and appreciate your thoughtfulness in doing this. (If you are using glass ornaments you may want to hot glue the ornament to the hanger.)
- 6 **Any banners or signage for the tree must be set in front of the tree and cannot be set beside it or hung behind it.** We cannot attach items to the wall and easels can take up the room set aside for another tree. We appreciated your understanding in these matters.
- 7 **While trees are the main focus, if you are unable to donate a tree you might consider donating a couple of wreaths or centerpieces.** The same rules apply as to the trees.
- 8 Your trees may be set up at the Children's Museum at 311 Main Street, Utica, NY, on Thursday, November 19, 2009 between the hours of 10:00 am and 2:00 pm). **Please note that you must have your tree fully set-up by 3:00 pm.**

TREE IDEAS: The following are some ideas to help you when choosing a theme this year. Please do not feel obligated to use any of the following suggestions; this is simply to assist in stimulating ideas if you have not already chosen a theme for your tree.

- ♣ Consider a Green Eco-Friendly tree, wreath, or centerpiece
- ♣ Consider a cultural religious tree theme such as Christmas, **Hanukkah**, Kwanza, Ramadan
- ♣ Consider a Country/Nation theme -USA, Mexico, Canada, England, Japan, etc.
- ♣ Consider a Hobby theme -airplanes, trains, dolls, rockets & space ships, etc.
- ♣ Consider a Sports theme - football, basketball, baseball, or a particular team
- ♣ Other Theme Ideas Include: Regional specialties, a particular animal, a specific movie or movie theme, a musical theme (a specific type of music or performer)

PRIZES WILL BE AWARDED TO (as applicable): Best in Show; Best Green Themed Tree, Most Original/Creative, Best Traditional Christmas Tree; Best Non-Traditional Tree, Best Large Tree; Best Small Tree; Best Sports Themed Tree, Best Nature Themed Tree, Best Children's Themed Tree, Best International Themed Tree, Best Patriotic Themed Tree, Best Hobby Themed Tree, Best Regional Themed Tree, Best Musically Themed Tree, Best Religious or Spiritual theme tree.

Trees that have something “extra” attached do quite well. *Following are some ideas:*
¶“Attach” a gift certificate or tickets that coincide with the theme of the tree. For example, “Dining Out” tree might come with several restaurant gift certificates or you could attach tickets to a sporting event or a cultural event that coincides with the theme of the tree or discount certificates for services such as automotive maintenance (for a car themed tree); or discount coupons for dry cleaning, maid services, or fitness sessions if they fit with your theme or the sponsor of the tree. Gift certificates are welcome but please remember that when the certificates are removed the tree should still be full of the holiday spirit. **Please do not actually attach any certificates to the tree, place them in an envelope and give them to one of the set-up volunteers on set-up day so that they can be placed in a lockbox for safe keeping.*

¶It is a good idea is to incorporate the tree theme with a tree skirt or draping for the bottom of your tree. This will help to “complete” the theme of your tree and adds to the overall display. For example one year one beach themed tree was placed in a sand box so it looked as if the tree was on the beach; another tree had a grass skirt as a tree skirt.

¶“Pre-decorate” your tree by wiring on all ornaments (WIRING OF ORNAMENTS IS MANTORY) so that it can just be dropped off on the day of set-up. This will save you time and will allow us to move the tree to the most complimentary spot (until all the trees are in the room it is difficult to tell where some will fit in). The wiring of all ornaments ensures the ornaments are safe from breakage/theft and allows for easy delivery at the end of the Festival.

The Sponsor and Designer agree that the items will become the property of The Children’s Museum and holds CM harmless, and release CM to the fullest extent permitted by law.

INFORMATION FOR PROGRAM BOOK

SPONSORED BY: _____

DESIGNED BY: _____

TITLE OF TREE: _____

CATEGORY (Please Circle One) Children / Christmas / Holiday (other than Christmas) / International / Nature / Non-Traditional/ Patriotic / Traditional / Sports / Spiritual / Musical / Other (please name) _____

Please give a brief description of the tree, which would be of interest to bidders, for the program book (3 typed sentence limit - Please!)

Signature: _____ **Date:** _____

PLEASE FAX THE ABOVE COMPLETED TO: 853-4636.

Be Creative! Please don’t hesitate to call or email if you have any questions about your theme!
Marlene B. Brown, Executive Director (315) 724-6129 / marlenebrown@roadrunner.com