



Tree Benefactor Guidelines

Thank you for your interest in participating in the Inaugural **Midcoast Tree Festival!**

The event will be held at St. John's Community Center, 43 Pleasant Street, Brunswick, and will support the region through All Saints Parish, Spectrum Generations' Meals on Wheels, and SMMC. The festival will be held November 22-24 and November 29-Dec. 1, 2019.

With this being an inaugural event for us, there are many aspects that are new to our participants. All trees will be located in the gymnasium and they are the centerpiece of our event. Thank you for your consideration of being a tree benefactor. Each tree will be **raffled off at the conclusion of the event** using raffle tickets that guests purchase for \$0.50 apiece.

Due to space limitations, and for fire code purposes, certain guidelines must be followed.

All trees must:

Be free standing

Be artificial- no live greenery.

Be lit with LED lights.

There is limited electricity, so only LED lights will be allowed as many trees may use the same power strip. If you use battery-powered lights only, you will get a high-five and our eternal gratitude (that would be great if most lights could be battery powered since we don't know the limits of each circuit as we haven't done the event before).

Fit in their designated space.

*Each tree space is **6' x 8'**. Due to walkways, we have very little wiggle room on that if we want to fit 54-62 trees in our space.*

Have a minimum value of gifts.

Trees and gifts must have a minimum value to the customer of \$500.00

Specify what can be won.

Each tree will have a written description of what comes with the tree displayed with the tree. Ideally everything presented in the 6'x 8' space will go to the raffle winner unless otherwise specified. This includes the tree itself, all decorations, and the gifts that come with it. As an example, if you are a music store, and you are giving away a guitar, if you have it on your personal display rack so that it is upright then you must specify that the display rack is not included.

Be set up at the event venue by Thursday, November 21, at 2:00 p.m.

Tips, Suggestions and Need to Know Info

Use this to promote your business. Tie in your colors and products.

All high value items must be given to our team so we can put them in our safe. This includes any jewelry, lottery cards, gift cards, and smaller items that could be taken.. We recommend instead, incorporating an explanation of the item on the tree, or perhaps even a picture of the items. We will have volunteers monitoring the event, but this assures we will be able to pass along the gifts at the end of the event to the tree winner.

If an item of value is a key piece to your decoration and theme, and you would like to display it, let us know. Our hope is to have those trees in an area together, so that if security needs to keep an eye on a small number of trees, they can.



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More Tips, Suggestions and Need to Know Info

Pick a great theme, or tell a story. Think about what would inspire you to want a tree.

Also, if you have a business that doesn't necessarily have a product you can offer, think about buying gift cards to some of your favorite businesses, or what would be helpful (maybe a grocery store or pet store gift cards for instance). Or take your staff or some friends on a toy shopping trip and literally give a family over \$500 worth of presents.

Get creative! Don't limit yourself to thinking a tree can only be a tree. What does this mean? Does your product come in a box? Build a tree out of the boxes and decorate the box tree like a real tree. Is your gift an experience like a trip to somewhere like a beach? Then setup a beach scene with a palm tree instead of Christmas-style tree. Are you an artist? Create an installation piece that includes a tree. Or if you have one big item - like a snowblower or a kayak - put a smaller desktop tree in the seat of the kayak or on the hood of the snowblower so festival visitors "get the tree and everything under it". By all means, most people will do a traditional tree, and that's what is wonderful and what the event is all about, but if you have other ideas, and they fit in a 6' x 8' space - go for it.

A special note: for "deluxe giveaways" that need more space than 6' x 8' let us know early, and we will find a way to accommodate it if we can. For example, the festival we are modeling this after had a store give away a living room set. Obviously that can't fit in a 6' x 8' space. Use that idea as a guideline as we will make space for larger items, but we won't make extra space because someone simply wants to use a 10' round tree.

Tickets will be dropped in individual buckets so those guests wanting your tree will get your tree. Because of this, we will also have three **Community Choice Awards** for the three trees that receive the highest number of tickets. It's not a competition, but it may be a nice distinction for those employees, staff or volunteers who make the tree.

There is a Preview Night, on Thursday, November 21, 2019, for the tree benefactors only. By agreeing to have a space and making that commitment, you will receive four tickets for that Preview Night.

Please promote your participation and the event through your social media page or other channels, and remember to link our page ([facebook.com/midcoastreefestival](https://www.facebook.com/midcoastreefestival)) for more festival information (hours, pricing, entertainment, food, etc.)

Registration for tree benefactors opens on Tuesday, September 3 at noon on the SMMC website (www.midcoastmaine.com). This will be first come, first serve for reservations as space is limited.

Festival Dates & Hours, Plus Volunteering and Best Contacts to Answer Any Questions

Festival Hours & Drawing of Winners: The event will begin with a ribbon-cutting on Friday, November 22, at 4:00 p.m. The special opening night hours will be 4:00 p.m. to 8:00 p.m. Regular hours for the event will be 10:00 a.m. to 6:00 p.m. except for the closing Sunday. The festival will be open 10:00 a.m. to 2:00 p.m. on Sunday, December 1, at which time the raffle portion of the festival will close and tree & wreath winners will be drawn. The Preview Night for tree benefactors is Nov. 21.

Volunteering & Best Contact: Additionally, if your organization would like to have your employees volunteer as a group, please let us know. We have a lot of time slots available! If you have any questions, please call Cory at (207) 725-8797 or signup via e-mail at executivedirector@midcoastmaine.com. Volunteer roles will be outlined soon and shift sign up will be available in September. *Please note: we will be having a required volunteer orientation session prior to the event in early November which we will run on multiple nights to accommodate all that wish to help.*