



Festival of Trees 2009

Dear Festival of Trees Enthusiast,

Welcome! We would like to cordially invite you to participate as a Tree Designer for the upcoming Festival of Trees 2009. This letter and packet should provide you with all of the necessary information about designing for us, as well as general information about this year's Festival.

The Festival of Trees is the stuff holiday dreams are made of. Beautifully decorated, lit trees with individual themes and motifs are the event's hallmark. Various festival events spotlight the display and eventual auction of these magical holiday centerpieces. We are recruiting excited and respected decorators, florists and holiday enthusiasts from the Council Bluffs and Omaha area to let their creative spirits shine in the making of truly memorable holiday designs. Provided with a tree, we only ask that you donate time, energy, creativity, and the decorations to make your vision come to life!

The Festival of Trees is produced by and benefits the Bluffs Arts Council and will be held November 21st and 22nd at Harrah's Convention Center.

The 2009 Festival theme is *It's All About Creativity*

Timeline for decorating the trees:

Wednesday, November 18 th	8 a.m. – 10 p.m.
Thursday, November 19 th	8 a.m. – 10 p.m.
Friday, November 20 th	8 a.m. – 2 p.m.

Please note the following:

- ❖ Every tree provided by us is a **green artificial tree pre-lit with white lights**. Otherwise, they are plain with no decorations (those will be provided by you!) and no skirting.
- ❖ Trees will be set up for you (branches inserted and placed in tree stand), and only somewhat "fluffed" because each decorator has his or her own preference as to how his/her tree branches should be positioned.
- ❖ You may choose to donate your own artificial or live tree if you wish. However, **if you choose to donate a live tree, you may decorate it with lights, but we will not be able to light your tree during the event**. See the Ideas sheet for more information about donating your own tree.
- ❖ We ask that all ornaments and décor be firmly attached as the trees will be wrapped in plastic and then transported in a truck to their new homes.
- ❖ You may come and go during the hours listed above.
- ❖ The decoration of your tree must be completed by Friday, November 20th, at 2:00 p.m.

All Designers are also invited to our exclusive Preview Party from 5-7 p.m. on Friday, November 20th. Each member of your design team will receive a free ticket. Awards will be given out to the Designers with the best trees in various categories.

If you would like to participate, please complete the enclosed forms and return them in the envelope provided. Feel free to contact Laural Ronk at the Bluffs Arts Council office (328-4992) or at Ironk@bluffsarts.org if you have any further questions. More information can also be found at www.bluffsfestivaloftrees.org. Thank you again for your interest!

Our Best Holiday Wishes,

Lisa Yilmaz
Tree Designer Chairperson



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DESIGNER CONTRACT

Date _____

Primary Contact Name _____

NOTE: Please provide names and addresses of all of your team members on the back of this sheet. Only those listed will receive complimentary tickets to the Preview Party. Additional tickets will be \$10.

Organization Name (if applicable) _____

Address _____

Phone/Fax _____

Email _____

Participation Level -- see sheet "Participation Levels" for more information

I would like to decorate a **4.5'** (mini) tree.

I would like to decorate a **7'** (full) tree.

All provided trees are green, artificial, pre-lit trees.

I will be furnishing my own tree. I understand that this is a donation and will be sold with the decorations. Please provide the tree size and a short description _____.

**REMEMBER: LIVE TREES CAN BE DECORATED WITH LIGHTS
BUT WILL NOT BE LIT DURING THE FESTIVAL.**

To be published in the event program and other signage:

Name of tree (i.e., Winter Wonderland) _____

Designer Statement (2-3 sentences describing your tree)

Tree/Materials Sponsor (if applicable) _____

My donation of décor and/or tree is valued at _____

Signature of Decorator _____ Date _____

CONTRACT DUE: OCTOBER 15, 2009

If we receive your contract after this date, we cannot guarantee that your tree information will be listed in any of the festival programs.

Please return completed contract in the envelope provided.

This contract is also available online at www.bluffsfestivaloftrees.org

Thank you for being a part of Festival of Trees 2009! We love our designers!



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Designer Responsibilities

Unless you would like to furnish your own tree as part of your donation (see the "Ideas" sheet for more information), you will be provided with your choice of a 4.5' (mini) or 7' (full) green artificial pre-lit tree. You will be responsible for donating the time and materials to decorate your tree in the time allowed.

Designer Perks

All Designers will be entered in the Tree Design Contest and are invited to the Preview Party taking place Friday, November 20th from 5-7 p.m. This is a great opportunity to mingle with the other designers and see all of the finished trees before the doors are opened to the public. Awards will be given at the Preview Party for the top trees in a variety of categories.

Designers are also invited to take part in our "Christmas in July" preparation party where you can meet other designers and get some great design ideas! More details to follow!

Designer Recognition

All Designers will be recognized with the Designer/Organization Name and the theme of your tree in the following media:

Bluffs Arts Council website www.bluffsarts.org

Festival of Trees website www.bluffsfestivaloftrees.org

The Festival Program and the Gala Program

The Daily Nonpareil Coverage of the Festival

Signage at the Event

Prominent display of Designer Name(s) on a Tree Plaque

***If you have a sponsor who has donated any of the materials used on your tree, please make sure to note it on the Designer Contract. Their information will also be featured on all promotional materials.**

Trees will be available for sale prior to the event, at the Gala, and during the weekend festival event.

**All Proceeds from the Festival of Trees Benefit
Bluffs Arts Council Art Education Projects and Programs**

Thank you for Supporting your Local Arts Community!



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All Designers will have the option of choosing either a 4.5' mini or 7' full green artificial tree, provided by the Festival, to decorate. ***New for this year***, we are offering you the opportunity to furnish your own tree to decorate as part of your donation. We are hoping this will allow you to be even more creative! You might consider purchasing a tree with white or colored branches. You could recycle that vintage 1950's foil tree in your attic, or re-use an artificial tree you already own by spray-painting it to fit your design. You could also "Go Green" and decorate a live, potted tree or bush that can be used in the home during the holidays, then planted in the yard in the Spring. An interesting twist on the traditional Christmas tree might be achieved using a potted topiary or Japanese Maple instead of a pine. **DUE TO FIRE MARSHALL REGULATIONS, LIVE TREES MAY BE DECORATED WITH LIGHTS, BUT LIGHTS ON LIVE TREES CANNOT BE LIT DURING THE FESTIVAL.** If you desire, photos of your live trees with lights lit can be displayed next to your tree. We understand this is a design limitation, but we hope you can take this chance to experiment with your creativity!

Decorating Idea Starters

- ❖ **THEME** -- Think about using a specific theme for your tree. This could be based on your organization (if working with a group) or job, a favorite Christmas song, or your favorite hobby. A 'fisherman's' tree could be decorated with fish ornaments and lures that can actually be used after the holidays.
- ❖ **COLOR or SHAPE** -- You could simplify your design with a limited color scheme or by sticking to a single ornament shape, such as a star. Non-traditional or vintage color schemes such as blue or pink could be very striking and be a great starting point for your design!
- ❖ **TREES THAT CAN BE PERSONALIZED** -- Another idea would be a tree that can be personalized by the buyer. Using a variety of small frames that the buyer can put their own family pictures into makes your tree special and individual.
- ❖ **"OUT OF THE ORDINARY"** -- Don't be afraid to try something different, like spray-painting your tree hot pink and using all silver and white decorations. Chances are, if you love it, someone else will too!

Some Specific Design Ideas

- ❖ **TOPIARY TREE:** Accent the shape of the topiary with the shape of your decorations, or use icicle lights for an interesting look.
- ❖ **BLACK SQUIRREL TREE:** Start with a white tree and decorate with black squirrels running in and out of the tree and real nuts in shells (walnuts, pecans, peanuts) as garland.
- ❖ **A NOVEL IDEA:** Purchase old paperbacks. Cut out the inside and place an ornament inside each book then hang from tree.
- ❖ **MATERIAL GIRL:** Use fabric swatches with thread, thimbles, scissors and other sewing gear.
- ❖ **I LOVE YOU TO THE MOON AND BACK:** Decorate with stars, moons, planets and space craft.
- ❖ **ACCESSORIZE! ACCESSORIZE!:** Decorate with all types of jewelry, old and new.
- ❖ **BUTTERFLIES:** Decorate the tree with colorful butterflies and sprinkle in a few caterpillars!
- ❖ **HATS OFF TO THE HOLIDAYS!:** Include a collection of hats of all types, not just winter hats.
- ❖ **HOLIDAY SCRABBLE:** Buy old Scrabble games at garage sales throughout the year and then make words by gluing the tiles together and hanging on the tree with ribbons. Put a new Scrabble game under the tree for the purchaser.

However you decide to decorate your tree, start collecting things that inspire you now and by the time October rolls around you'll have most of what you need to create your tree!

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