



A North Country Festival of Trees

Friday, November 24th – Sunday November 26th

Wednesday, November 29th – Sunday, December 3rd

Former Bon-Ton, Salmon Run Mall

21073 Salmon Run Mall Loop, Watertown NY

TREE DECORATOR GUIDELINES

2023 Theme

“Peace, Love & Joy”

Decorating Dates

Tuesday, November 14th, 2023 – 9 a.m. to 9 p.m.

Wednesday, November 15th, 2023 – 9 a.m. to 9 p.m.

****Tree Forms must be completed in person or online and turned in by 5 p.m. on, Wednesday, November 15th**

We encourage decorators to pick up trees early to begin decorating at home. To make arrangements to pick up your tree early, please contact Samantha Hamilton @ shamilton@nnyymca.org or Shawna Cutuli @ scutuli@nnyymca.org. We encourage all decorators to prepare your decorations ahead of time, as much as possible.

Materials and Decorations

As a decorator, please take note of the following to ensure your tree is complete and in compliance of the event:

- The tree and all decorations, lights, anything under or around the tree and trim on the tree become the property of FESTIVAL OF TREES or the eventual purchaser.
- **An 8-foot x 8-foot space is available for each decorator.** If you require a larger space, please contact donations@shsny.com or 315-785-5745 with your specific request/need **prior to November 8th as our overall space is limited.**
- Please do not use living materials or untreated, unwrapped food (no popcorn) on the tree, as they will be displayed in businesses or homes throughout the holiday season, and hopefully for many years to come.
- When decorating with fragile or delicate items such as hydrangea, please remember that your tree will be transported.
- All decorations, lights, and trim **MUST BE WIRED OR GLUED** to the tree.
- Glue the ornaments to their caps in order to make them more durable for delivery.
- The treetop **must** be secured.
- **DO NOT USE GLASS** decorations.
- **DO NOT USE** Food, Fruit or any other items that can spoil.
- We will have a supply of bidding “stands” next to the trees, which will identify your tree name and information. You are welcome to decorate the stand if you would like to match your tree, but please note that if your tree goes to live auction the stand may be disassembled and moved.
- You will receive five sets of white lights for a 7 ft. tree and three for a 4 ft. More lights may be added at your own expense. If adding additional lights, limit the number of strands to two sets per foot. If you have more than 6 strings of lights, you must use a power strip to accommodate the additional lights.
- There will be a limited supply of step ladders available; we encourage you to bring all the items necessary to decorate your tree.

- To create a more saleable tree, you may add a special prize(s) or gift item(s) with/beneath the tree. However, the items placed under the tree become the property of Festival of Trees and the eventual purchaser.
- Designers are responsible for removing litter and garbage before the end of each decorating day.
- Once a tree number is assigned, we cannot accommodate changes, this is critical with this year's event timeline and work required.

Judging

Judging will take place prior to the opening of the event. Award winning tree decorators will be notified. Award winning trees will be highlighted in the program and on the tree signage.

The People's Choice Award will be online and announced once the voting ends. There will be a 4-foot and 7-foot tree award for each of the following categories:

- The Jim Henry Most Whimsical – The tree that displays the most whimsy and humor.
- Best Use of Festival Theme – Most fittingly presents this year's Festival theme of "Peace, Love & Joy!"
- Most Traditional – Best characterization of the traditions of Christmas.
- Most Innovative – Most unusual and unique use of materials and tree design.
- Judge's Choice – A tree that the judges feel is deserving of special recognition (not fitting into the above categories.)
- Most Elegant – Most ornate and sophisticated use of ornaments and decorations.
- People's Choice - Recognizes the tree that receives the most votes from the community.

Tree Pricing

- Decorators will receive a tree description and itemized cost sheet to complete and return with their tree to the festival **no later than Wednesday, November 15th at 5:00 p.m.** Your tree description and value are very important for the committee to properly promote and price your tree. This form helps us market your tree and tell your story!
- Each tree will receive a "Purchase Now Price" unless it is determined to go to live auction.
- If someone wishes to purchase your tree at the "Purchase Now Price" they can pay the set price and the tree will be eliminated from the bidding process.
- Trees sold during the live auction are at the discretion of the Festival of Trees committee.

Decorator Recognition

We love recognizing your hard work! To ensure the program listing and signage next to your tree is complete and accurate, we ask that you provide all details as early as possible.

- The sign next to your tree will include the tree sponsor, the name(s) of the decorator(s), tree name, and design inspiration.
- Names of decorators are listed in the Festival of Trees program and on the auction website.
- Each Decorator will get a ticket(s) to our annual Gala event on Friday, December 1st at 6pm. If you decorated a 4ft then you/your group will get 1 ticket. If you decorated a 7ft then you/your group will get 2 tickets. You can purchase more tickets if the rest of the group would like to attend the gala.
- **Changes to tree decorator names and stories cannot be accepted any later than Wednesday, November 15th at 5:00 p.m.**

If you have any questions about the Decorator Guidelines prior to the decorating dates, please contact us at donations@shsny.com or 315-785-5745. Feel free to stop by the Decorator Check-in Table during decorating dates with any questions or concerns.

Thank you for helping us make A North Country Festival of Trees a successful event supporting children's programming and healthcare services in the North Country community!