



2018

FESTIVAL  
*of Trees*

TREE AND WREATH DESIGNER  
HANDBOOK

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UFHealth  
shands children's Hospital

 Children's  
Miracle Network  
Hospitals

# DESIGNER GUIDELINES

As an official Festival of Trees tree or wreath designer, we welcome your creativity and look forward to displaying your decorated item during the Festival of Trees VIP Preview Party and the Showcase & Silent Auction. Within this packet, you'll find guidelines for the trees or wreaths and an agreement page to fill out and return to the Festival of Trees event planners. All items, decorations and transportation of the tree or wreath to the event are the responsibility of the designer. Designated times will be communicated at a later date.



## THE TREE

**Specifications:** Pre-lit LED artificial tree, 4' or 7.5' in height

**Decoration logistics:** Hot glue the metal ornament cap onto each ornament, then wire all ornaments, garland and other decorations onto the tree. Please tuck in the wire ends carefully. Try to avoid sharp edges on decorations.



## THE WREATH

**Specifications:** Pre-lit LED artificial wreath, minimum of 24" in diameter

**Decoration logistics:** Decorations must be glued together and wired to the wreath. Please avoid using straw, live plants or other flammable materials.



## THE DECORATIONS

While traditional holiday-themed items will sell best, we also encourage unique designs that may include children's toys, gift certificates, autographed items, tickets or other usable items as part of the decor. These additional items will add value and allow your business to showcase your product, service or cause.

All items will be showcased with the name of the business, individual or group that sponsored the item, as well as the name of the designer (if the two differ).

## THE FINE PRINT



Decorations should include the ideals of tasteful, family-oriented displays that do not mix or merge any religious or cultural imagery. Designers should note that upon drop-off, trees and all accompanying decorations, materials or gift items become property of the Festival of Trees. Items are priced to sell at the highest value that can be obtained at this family-oriented fundraiser, which may not be the same value that could be obtained at a crafts fair or private sale.



Items will have a silent auction minimum bid as well as a "buy it now" option. Designers may suggest a retail value, but final price and pricing changes are determined solely by festival event planners.

# SAMPLE DESIGNS



Rustic holiday tree



Lilly-inspired tree



Sweet Street tree



Holiday tree with added value



Alachua Water  
Wonderland Wreath



Product with tree example



Great Alachua Outdoors Wreath



Home for the Holidays Wreath



Added Value

# ADDITIONAL SAMPLE DESIGNS



The Nutcracker



Seuss Street



Ombre



Water Wonderland



Tree of Dreams

# TREE/WREATH DESIGNER AGREEMENT

*This form may also be completed online at [giving.UFHealth.org/Trees](http://giving.UFHealth.org/Trees)*

Yes, I have read and understand the details about tree and wreath decoration outlined in the Tree and Wreath Designer Handbook.

**Select tree size:** \_\_\_\_\_ 4 ft. or \_\_\_\_\_ 7.5 ft.

**Please indicate wreath size** (minimum 24 in.) \_\_\_\_\_

Contact Name: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

## PLEASE PRINT OR TYPE HOW YOU WOULD LIKE YOUR SPONSORSHIP TO BE RECOGNIZED ON ALL PRINT MATERIALS:

**Tree/Wreath Donor Name** (as it should appear in print): \_\_\_\_\_

**Tree/Wreath Donor Business Name** (if applicable): \_\_\_\_\_

**Tree/Wreath Designer Name or Organization:** \_\_\_\_\_

By signing below, I am agreeing to provide a fully decorated tree or wreath that adheres to the design standards set forth in the Tree and Wreath Designer Handbook. I will deliver my tree or wreath directly to the event site at the date and time assigned to me by the Festival of Trees event coordinator. I understand that the Festival of Trees event coordinator reserves the right to check in periodically on the progress of my tree or wreath decoration to ensure that trees or wreaths will be suitable and ready for the Festival of Trees event. I understand that all trees, wreaths, decorations and/or any supporting items (i.e., gift baskets, gift cards or promotional products) become property of the Festival of Trees unless indicated in writing from the tree donor and agreed upon by the event coordinator.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## MAIL COMPLETED FORM TO:

Attn: Festival of Trees, P.O. Box 100386, Gainesville, FL 32610 or email copy to [RITENL@shands.ufl.edu](mailto:RITENL@shands.ufl.edu).

**QUESTIONS?** Email or call Lindsay Ritenbaugh at [RITENL@shands.ufl.edu](mailto:RITENL@shands.ufl.edu) or 352.627.5036.

**Questions? Contact us:**  
**Children's Miracle Network Hospitals**  
**at UF Health Shands Children's Hospital**  
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**Event Coordinator**

Lindsay Ritenbaugh,  
Children's Miracle Network Hospitals  
352.627.5036 | RITENL@shands.ufl.edu  
[giving.UFHealth.org/Trees](http://giving.UFHealth.org/Trees)

IF YOU PREFER NOT TO BE CONTACTED BY UF HEALTH SHANDS FOR FUTURE FUNDRAISING ACTIVITIES, PLEASE NOTIFY US BY CALLING 1.866.682.2372 OR VISITING <http://giving.UFHealth.org/opt-out>. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1.800.435.7352 WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.