



## 2017 Festival of Trees Designer Information and Application Form

Date: November 30 – December 3, 2017

Location: Shaw Conference Centre

Theme: *Baby, It's Cold Outside!*

Thank you for your interest in designing for the 2017 Festival of Trees. Creative designer entries are an important addition to the Festival of Trees and are a big part of bringing the Festival to life each year. Submitting an entry provides you with a unique opportunity to share your design with more than 30,000 visitors, volunteers, invited guests and sponsors.

**Every day, roughly 200 people come to the University of Alberta Hospital's Emergency Department, one of the best - in terms of patient outcomes - and busiest in Canada.**

**About 25% are admitted for further care – as soon as a hospital bed is available. Typically, that doesn't happen until late in the day as inpatients are discharged. The Rapid Transfer Unit (RTU) is a specialized unit where these patients can rest in a quiet, healing environment, and get started on the specialized care they need while they wait. Not only does this benefit the patients waiting for a hospital bed, it also frees space in the waiting room for others.**

**Funds raised at the 2017 Festival of Trees will support the purchase of over \$1 million in advanced, state-of-the-art monitoring and patient care technology for the Rapid Transfer Unit in the University of Alberta Hospital's Emergency Department.**

**Please read this document carefully and submit any questions or comments to: [designers@festivaloftrees.ab.ca](mailto:designers@festivaloftrees.ab.ca).**

### **GENERAL INFORMATION**

- All items received from designers will be auctioned at the Gala Evening. Minimum bids for the item and incremental bids are determined by the Festival.
- The silent auction sale price will not be released to the designer.
- Final display of items received from designers will be at the discretion of the Festival of Trees.
- Special requirements such as lighting, draping, riser/pedestal requirements, etc., must be clearly identified prior to the item being delivered to the Shaw Conference Centre or they may not be available. Space limitations may also arise. Please do not include any items with your display that are not for sale – the Festival cannot be responsible for such items.
- The description portion of the application form is **essential** as the Festival will use this to place your item and identify any special requirements. Please be very specific about the colour, theme, overall size (height, width, etc.), special requirements such as lighting, draping, odd size/shape, as well as providing any other information that would be helpful to the Festival.

## **SPONSORSHIP DETAILS**

Please read the following information carefully, keeping in mind that the ultimate goal of the Festival of Trees is to raise funds for the University Hospital Foundation.

There are two ways to sponsor or donate your creative item:

### **1. Total Donation OR Find Your Own Sponsor**

As a designer, you may choose to absorb **all** the costs associated with your entry i.e. tree & decorations or you could find a sponsor.

### **2. Request Product and/or Compensation From the Festival of Trees**

For designers who do not have their own sponsors and are unable to donate their creations completely, the Festival can provide product (e.g. a tree, wreath, or garland and mini lights) and a budget towards the cost of decorations. Please see the application form for more details.

## **DESIGN REQUIREMENTS**

- We encourage you to design in keeping with this year's colour palette which includes **silver, white and gold**, although, in the interest of creativity, this is not mandatory.
- All greenery (trees, wreaths, garlands, etc.) must be **artificial**.
- All items must be sized and suitably decorated for placement in a home or place of business. **Trees must not exceed 7 feet total** in order to fit on a delivery truck and through a standard-sized entry door.
- If your design is taller than 6 feet, we ask that you **DO NOT** tape the top section and instead provide a box large enough for the decorated top section of your tree. It will then be shipped separately to the buyer, thereby reducing the chances of breakage during delivery.
- **NO ADVERTISING, NO BUSINESS LOGOS, AND NO PERSONAL IDENTIFICATION** are permitted on your creation. Acknowledgments and designer information are listed in the Festival of Trees program and publicity materials as well as on signage cards.
- All decorations must be wired securely to the trees as they are bagged and moved by truck to their new homes (wire is available on site).
- Please do not use fragile ornaments, dried flowers or alcohol or drugs as decorative elements.
- No living plants or animals may be used.
- Only CSA approved lights may be used and they must be the type that remain lit if one bulb goes out. Extra replacement bulbs should be taped to the cord at the tree stand.
- Please include a tree skirt or other appropriate covering for the base of the tree along with the decorated tree. The tree skirt or covering will be sold with the tree.
- Please attach fluorescent tape (available on site) to the end of the light cord. Tree designers, decorating a 4ft plus tree, please secure your tree stand to a board 2' x 2' with a minimum of four plastic ties to securely anchor the base. Please affix your tree stand to the board prior to arriving on site. This is the best way to transport the designed trees to their purchaser. The board, ties, instructions and other supplies will be provided in advance of the Festival.

- **Again in 2017:** In order to provide stability and reduce breakage, if your tree is taller than 5 feet, please place a 2-foot long rebar inside the trunk of the tree. Rebar will be provided on board pick-up day and also will be available on site.
- Please provide a title for your creation, to be listed on signage and in the Festival Program. If a title is not provided by the designer, the item will be listed as “Untitled” in print materials. We cannot guarantee that last minute changes can be accommodated, but we will make every effort to do so.
- If you change the colours of your design or the design itself after you have sent in your application form, please contact us as soon as possible at [designers@festivaloftrees.ab.ca](mailto:designers@festivaloftrees.ab.ca) so that your creation can be placed in the appropriate place to enhance its colours and design.

### **PICK-UP DATES FOR TREES, WREATHS, BOARDS, AND SUPPLIES**

**Address: Festival Warehouse – 4611 – 101 Street, 587-469-2525**

**Date: Saturday, October 21, 2017 – 10:00 a.m. to 2:00 p.m.**

**Or** make special arrangements with Outside Designer Chairs, Diane Stokes or Sandra Dickie.

- Designers requesting inventory from the Festival of Trees should make arrangements to pick up their tree, wreath, garland, etc. at the Festival Warehouse on the above noted date or make arrangements for pickup with the Outside Designer Chairs.
- Designers of a 5' tree or larger will be provided with a tree board, ties, rebar and other necessary supplies at no charge upon request.

### **DESIGNER COMPETITION & PEOPLE’S CHOICE AWARDS**

- The Festival has independent judges who volunteer their time to judge the various entries submitted by the designers. Entries will be judged on Wednesday, November 29, 2017 at 9:00 a.m. The categories will be as follows:
  - Trees
  - Floral arrangements, topiaries
  - Wreaths, garlands
  - Creative artwork
- The judges evaluate the entries based on the following criteria:
  - Originality/uniqueness (use of material and creativity)
  - Incorporation of theme
  - Artistic implementation (colour, technique, and harmony)
  - Effort (complexity and workmanship)
  - Presentation/display (visual appeal)
- The judges, using the above criteria, make their subjective decision as to Gold, Silver and Bronze placement. Ribbons, provided by the Festival, are then placed and displayed by the appropriate entry in preparation for the Gala auction and will remain in place during the entire Festival.
- The People’s Choice Awards, as the name implies, are decided by a ballot completed by the general public attending the Festival. The ballots are collected, counted, and the results identified by appropriate placement and display of a ribbon on **each** day of the Festival.
- After the Festival, the ribbon and appropriate signage will be mailed to the designer. Please leave the ribbons and signage on display during the Festival for all to see.

## **DESIGNER APPRECIATION & RECOGNITION**

- The Festival has a number of volunteer appreciation and recognition mechanisms in place to acknowledge the work and contribution of its designers.
- There is a Designer Appreciation Wine & Cheese Party which will be held on the evening of Friday, December 1, 2017. An invitation will be sent out with the details (e.g. time and place).
- Designers will receive complimentary tickets to the Festival of Trees.
- Tent cards (8.5" x 5.5") are displayed beside each design throughout the Festival. Logos and advertising are not permitted, but the title of the entry, the designer's and the sponsor's names will be printed on the card. The same information will be listed in the Festival program.
- **FLORISTS SUPPLY has very generously agreed to give a 10% discount to anyone designing for the Festival of Trees.** Once we have received your application form, we will e-mail a letter to you which you can produce at Florists Supply to receive your discount.



## 2017 Festival of Trees Designer Application Form

We must receive your completed application form no later than **Friday, October 6, 2017**. This is to ensure that your name, the title of your designed item and the name of your sponsor, if applicable, appear in the Festival of Trees public program and Gala Evening program. Application forms received after this date will still be processed (based on availability of space, suitability of entry, etc.); however, identifying information may not be included in the programs.

It is recommended that all designers read and become familiar with the Design Requirements.

Please complete this form carefully. This form is used for allocation of space at the Festival as well as Festival signage and program information.

### **Designer Contact Information**

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

Business/Group: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Work: \_\_\_\_\_ Home: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

### **Sponsor Information (if applicable)**

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Business Group: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Work: \_\_\_\_\_ Home: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

I / we agree to design/decorate the following item(s) for the **2017** Festival of Trees:



\_\_ foot Tree



Wreath



Floral Arrangement



Garland, Swag,  
Mantle Piece



Topiaries,  
Garden Urns, etc.



Table Decoration,  
Centerpiece,  
Candle Wreath, etc.



Other

**DESCRIPTION OF ENTRY:**

Please describe in detail the theme, colour and overall size of your entry. **We require this information** so that your entry is placed in with other designs of similar style and colour.

Size (including height and width):  
(each Designer is given a 4' x 4' space)

Colours:

Theme:

Materials used:

Retail Value of Design:

Other details (or sketch of design):

## **FESTIVAL SIGNAGE & PROGRAM**

- Title of Entry (Title will be used for program and signage.)

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- Designer(s) (Three names maximum, or a group name, for signage.)

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- Sponsor(s)

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## **DONATION OR SPONSORSHIP**

**As the designer(s) I / we agree to the following:** (choose only one)

**1. TOTAL DONATION**

All costs associated with the entry are absorbed by the designer(s); no reimbursement or product is requested from the Festival of Trees. All entries that are classified as a Total Donation will be recognized in the Festival program under "Sponsorship Goods & Services." **Please provide us with an estimated retail value of your entry: \$\_\_\_\_\_.** If no amount is assigned, the Festival will arbitrarily allocate an amount (based on comparable entries) for valuation purposes. If your entry has been sponsored by someone (a company or an individual) to provide you with materials and/or compensation; they will be given appropriate recognition in the Festival program and signage.

**2. REQUEST PRODUCT AND/OR COMPENSATION FROM THE FESTIVAL**

- I am requesting only product (tree, wreath, or garland and lights) from the Festival and will absorb the cost of decorations.

- I am requesting compensation to a maximum of \$\_\_\_\_\_.

7 foot tree \$250.00

6 foot tree \$200.00

5 foot tree \$150.00

4 foot tree \$ 75.00

Wreath \$ 50.00

A Festival of Trees Reimbursement Form, accompanied by original receipts must be submitted to the Festival Office, Diane Stokes or Sandra Dickie by Friday, December 8<sup>th</sup>, 2017. Reimbursement forms are available from the Festival Office, on site and at [www.festivaloftrees.ca](http://www.festivaloftrees.ca) under "Designers".

Compensation of actual expenses will be given upon submission of the Designer Reimbursement Form, accompanied by ORIGINAL receipts for items purchased. Please do not submit your compensation requests electronically, as our accounting department requires original receipts. Reimbursement forms must be submitted by mail or in person and must be received on or before **December 8th, 2017**. If you go “over budget”, any additional money spent will be gratefully accepted as your contribution to the Festival of Trees. Designers receiving **product** and/or a **budget** (as above) from the Festival will be assigned a sponsor. The signage and program material will reflect your name as the designer and the name of the company or Individual Assigned by Festival as the sponsor.

Approval and reimbursement of designer expenses may take 2 or 3 weeks to process, and will be mailed to the address shown on the Designer Reimbursement Form. Unfortunately, the Festival is unable to provide reimbursement for any expenses other than those for decorations.

### **SET-UP**

**I/we agree to be responsible for either: (please choose only one)**

\_\_\_\_\_ Delivery of the completed entry to the Shaw Conference Centre; or

\_\_\_\_\_ Decorating of the entry at the Shaw Conference Centre

- The following times and dates have been scheduled for designers to deliver or set-up their entry at the Shaw Conference Centre:

**Monday, November 27, 2017 - 9:00 a.m. to 9:00 p.m.**

**Tuesday, November 28, 2017 - 9:00 a.m. to 12:00 p.m.**

**(All entries will be photographed and therefore, your cooperation in having your entry completely assembled by 12:00 noon on Tuesday, November 28, 2017 is greatly appreciated.)**

- Designers are responsible for the delivery of their items to the Shaw Conference Centre. The Festival does not make any arrangements for pickup and delivery of designer items. Designers delivering trees, materials, etc., should proceed to the **EAST** loading dock, which is accessible from Grierson Hill. In the event you wish to decorate your entry on site, the Tree Committee will direct you to an available area.
- The Festival will provide and have on location extension cords, spotlights, wire for affixing decorations to trees and wreaths. The Festival does not provide tools to complete your entry.
  - Coffee and tea is available onsite. Please bring your own meals and snacks. There are many restaurants in the vicinity of the Shaw Conference Centre as well as an extensive food court in Canada Place that can be reached via the pedway.

**Designer Agreement/Acknowledgement**

I / we the designer(s) understand that all decorations must comply with fire, building and health codes.

I / we the designer(s) understand that entries will be accepted at the discretion of the Festival of Trees, which reserves the right to refuse any entry if it is deemed to be inadequate or not suitable. Such discretion is the sole and exclusive right of the Festival of Trees. In such circumstances, if the designer had requested and received approval for compensation, such compensation will not be forthcoming.

I / we the designer(s) understand that all items designed/decorated become the property of the Festival of Trees and will be available for auction during the Gala Evening on November 29, 2017.

I / we the designer(s) understand that the purchaser information and selling price of any item is kept strictly confidential by the Festival.

Designer Signature \_\_\_\_\_

Date \_\_\_\_\_

**Please return this application form by October 6, 2017 by email, fax or mail to:**

Festival of Trees  
University Hospital Foundation  
1B.120 KEC  
11400 University Ave NW  
Edmonton, AB T6G 1Z1  
Email:designers@festivaloftrees.ab.ca      Fax:(780) 407-5647

**Any questions can be directed to:**

**Sandra Dickie or Diane Stokes, Outside Designers Chairs**  
**Phone: (780) 407-2786 (Please leave a message and your call will be returned.)**  
**Email:designers@festivaloftrees.ab.ca**

**University Hospital Foundation  
Festival of Trees**



**2017 Designer Reimbursement Form**

Please return this form by mail with original receipts to the Outside Designers Chair at the address below. **Forms and receipts must be received by December 8, 2017.**

Name of designer to be reimbursed:

\_\_\_\_\_

Full mailing address:

\_\_\_\_\_

Phone: (home) \_\_\_\_\_ (work) \_\_\_\_\_ (cell) \_\_\_\_\_

Name of design:

\_\_\_\_\_

Total amount of compensation specified in contract (maximum): \$ \_\_\_\_\_

Total cost of design: \$ \_\_\_\_\_

Total amount to be reimbursed to designer: \$ \_\_\_\_\_

Please list briefly and attach all original receipts:

Vendor and description of items purchased	Amount including G.S.T.

Continue on the back of this page if additional room is needed.

**\*\* WE REQUIRE ALL ORIGINAL RECEIPTS PRIOR TO REIMBURSEMENT \*\***

Designer's signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send to: Festival of Trees  
University Hospital Foundation  
1B.120 KEC  
11400 University Ave NW  
Edmonton, AB. T6G 1Z1