

Midcoast Tree AUCTION Details

Wreath Auction Items

The **Midcoast Tree Auction**, an event of the Midcoast Tree Festival, is happening online December 4- December 12, 2020. This brand-new event will replace the Midcoast Tree Festival for this year. This online auction is split into three types of items: Deluxe Items, Classic Items and Wreath Items. Below are the details you need to know for the wreath items.

Wreath Auction Items

Wreaths for the Auction- Non-Profit Organization Details

The Midcoast Tree Festival is asking non-profit organizations to donate wreaths for our event happening Dec. 4- Dec. 12 online. These wreaths will be auctioned off and go to the highest bidder. We would like to split the proceeds of these auction items with the donating organization, 50/50. Half of the money for this auction item will go to the Midcoast Tree Festival committee, who is running the Midcoast Tree Auction, while the donating non-profit organization would receive the other half of the proceeds for this item in a check. If you would like your portion of the proceeds donated to another organization or individual we can re-direct that as well.

Wreaths for the Auction- Individual Donors

The Midcoast Tree Festival is asking any citizen who would like, to donate wreaths for our event happening Dec. 4- Dec. 12 online. These wreaths will be auctioned off and go to the highest bidder. Everyone loves a beautiful wreath during the holidays.

Wreath Design Specifications

During the Midcoast Tree Festival we were required to do non-real wreaths as this was an indoor event, however with this auction style, real wreaths are welcome. You can also get creative and make wreaths out of non-traditional items, as long as they are circular. More details on that below.

Opening Bid Amount

Most wreaths will begin with an opening bid amount of \$20. You're welcome to put gift cards or other items of value on the wreath, but by no means is that required. If there are quantifiable items of value, such as a gift card for \$50.00 as an example, we may increase the opening bid amount for your wreath. The other auction items have an opening bid of 40% of the value, so if your total value of the wreath is over \$50.00, then we may begin bidding at a higher amount.

Secret Santa Project: We understand that some bidders who win the bids may be doing so in support of the organizations and may wish to donate their wreath to a group, organization or local family. We are pledging to assist in donating items to any individual, family or local group at the direction of the winning bidder for that auction lot. Your donations to others can be in the name of the bidder or done

anonymously (which is where the Secret Santa name comes from). Of course winners for spaces are entitled to everything they win in the bid, but IF they wanted to give anything away we will help coordinate that no matter if it is just a few items from the lot or many. We will be delivering those gifts to the donated winners the week of Dec. 14-18.

Wreath Donor Process for the Midcoast Tree Auction

To be a part of this, simply e-mail Cory executivedirector@midcoastmaine.com by Wednesday, December 2 (at the latest, but much earlier helps). There is also an Wreath Registration form to fill out which is published on www.midcoastmaine.com

Here is How It Works for Wreath Donations

Step 1: **E-mail Cory** to let him know you are interested in providing a wreath for the auction executivedirector@midcoastmaine.com You may also call at 725-8797. You could also simply fill out the online wreath registration form at www.midcoastmaine.com

Step 2: If not previously filled out, Cory will either fill out the **Wreath Registration Form** for you, or he will send it to you to fill out

Step 3: Send us a **current logo** of the donating organization. If anonymous, or a citizen, note that.

Here is where the plans diverge slightly depending on live wreaths or artificial wreaths. Only Step 4 is different

Step 4 (for artificial wreaths/non-live):

We would like your wreath by Wednesday, December 2, so we can take a picture of it and describe it on our auction website. We have a secure location to store the wreath.

Step 4 (for live wreaths):

We would like a description of your wreath by Wednesday, December 2, so we can upload those details onto our auction website. If you have a picture of what a similar wreath looks like, we could post that, otherwise we will put up a stock photo of a wreath with an explanation that 'the live wreath you receive will look differently as it is still being created so it is fresh.' We would like to acquire your live wreath between Tuesday Dec. 8- Thursday Dec. 10 so we will have it for our winner on Dec. 14 and so it will still be fresh. We have a secure location to store the wreath.

Step 5: Coordinate delivery of your wreath to Cory at the Chamber (executivedirector@midcoastmaine.com) you may also call at 725-8797)

Step 6 (optional): We will need help **promoting this event** so please give us the name of someone who may be interested in sharing some updates on your social media pages and our marketing team will connect with them. Obviously, if this doesn't work for you, know that this step is optional.

Step 7: Once we have the winners, we will let you know **how much your wreath raised** for our event!

Thank you so much for your consideration- call or e-mail with any questions