



## Tree Benefactor Guidelines

Thank you for your interest in participating in the 2nd Annual **Midcoast Tree Festival!**

The event will be held at **St. John's Community Center, 43 Pleasant Street, Brunswick**, and will support the region through All Saints Parish, Spectrum Generations' Meals on Wheels, and SMMC. The festival will be held November 20-22 and November 27-29, 2020.

All trees will be located in the gymnasium and they are the centerpiece of our event. Thank you for your consideration of being a tree benefactor. Each tree will be **raffled off at the conclusion of the event** using raffle tickets that guests purchase for \$0.50 apiece.

Due to space limitations, and for fire code purposes, certain guidelines must be followed.

### **All trees must:**

**Be free standing**

**Be artificial- no live greenery.**

**Be lit with LED lights.**

*There is limited electricity, so only LED lights will be allowed as many trees may use the same power strip. If you use battery-powered lights only, you will get a high-five and our eternal gratitude (that would be great if most lights could be battery powered since we don't know the limits of each circuit as we haven't done the event before).*

**Fit in their designated space.**

***NEW IN 2020:** Each tree space is 4' x 6' (new size this year to fit more trees!). If you need more space than that we can try and give you a double space, but we need to know early.*

**Have a minimum value of gifts.**

*Trees and gifts must have a minimum value to the customer of \$500.00. That is the floor, and the ceiling is endless. Some 2019 Tree Benefactors thought it can only be \$500– not at all. Make it for whatever you want as long as you get over the \$500 threshold*

**Specify what can be won.**

*Each tree will have a written description of what comes with the tree displayed with the tree. Ideally everything presented in the 6'x 8' space will go to the raffle winner unless otherwise specified. This includes the tree itself, all decorations, and the gifts that come with it. As an example, if you are a music store, and you are giving away a guitar, if you have it on your personal display rack so that it is upright then you must specify that the display rack is not included.*

***NEW IN 2020:** We need your entire list of items no later than Thursday November 12, 2020 as we need to load the entire list onto the MTF Website for the hundreds of people who will be purchasing online. With up to 50 trees, loading in that information will be time-consuming*

**Be set up at the event venue by Thursday, November 19, at 2:00 p.m.**

### **Tips, Suggestions and Need to Know Info**

Use this to promote your business. Tie in your colors and products.

All high value items must be given to our team so we can put them in our safe. This includes any jewelry, lottery cards, gift cards, and smaller items that could be taken.. We recommend instead, incorporating an explanation of the item on the tree, or perhaps even a picture of the items. We will have volunteers monitoring the event, but this assures we will be able to pass along the gifts at the end of the event to the tree winner.



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### More Tips, Suggestions and Need to Know Info

If an item of value is a key piece to your decoration and theme, and you would like to display it, let us know.

Pick a great theme, or tell a story. Think about what would inspire you to want a tree.

Also, if you have a business that doesn't necessarily have a product you can offer, think about buying gift cards to some of your favorite businesses, or what would be helpful (maybe a grocery store or pet store gift cards for instance). Or take your staff or some friends on a toy shopping trip and literally give a family over \$500 worth of presents.

Get creative! Don't limit yourself to thinking a tree can only be a tree. What does this mean? Does your product come in a box? Build a tree out of the boxes and decorate the box tree like a real tree. Is your gift an experience like a trip to somewhere like a beach? Then setup a beach scene with a palm tree instead of Christmas-style tree. Are you an artist? Create an installation piece that includes a tree. Or if you have one big item - like a snowblower or a kayak - put a smaller desktop tree in the seat of the kayak or on the hood of the snowblower so festival visitors "get the tree and everything under it". By all means, most people will do a traditional tree, and that's what is wonderful and what the event is all about, but if you have other ideas, - go for it.

A special note: for "deluxe giveaways" that need more space than 6' x 8' let us know early, and we will find a way to accommodate it if we can.

Tickets will be dropped in individual tree poles so those guests wanting your tree will get your tree. Because of this, we will also have three **Community Choice Awards** for the three trees that receive the highest number of tickets. It's not a competition, but it may be a nice distinction for those employees, staff or volunteers who make the tree.

*NEW IN 2020: Please bring one additional item of at least \$25 value to donate to the MTF Committee for a "Special Project" which we will announce in the days leading up to the event.*

Please promote your participation and the event through your social media page or other channels, and remember to link our page ([facebook.com/midcoastreefestival](https://www.facebook.com/midcoastreefestival)) for more festival information

**Registration for tree benefactors opens on Tuesday, September 8 on the SMMC website ([www.midcoastmaine.com](http://www.midcoastmaine.com)).** This will be **first come, first serve** for reservations as space is limited.

**Festival Hours & Drawing of Winners:** The hours of the event are still to be determined based on State of Maine Guidelines, but we expect 6-8 hours a day for each event date. The drawing of winners will take place on afternoon of the closing day, Sunday November 29. We will update specific times once it is confirmed.

**For more information contact:**

**Cory King at the Southern Midcoast Maine Chamber** (207) 725-8797 or signup via e-mail at [executivedirector@midcoastmaine.com](mailto:executivedirector@midcoastmaine.com) or post your question on the MTF Facebook page.