



University Hospital Foundation 2009 Festival of Trees Designer Policies & Procedures

The creative designer entries are the foundation of the Festival of Trees. Submitting an entry provides you with a unique opportunity to contribute to an event that works in partnership with over 8,000 volunteers, businesses and sponsors every year. Your entry will be enjoyed by more than 35,000 visitors.

Proceeds from the 2009 Festival of Trees will help to advance transplantation services at the University of Alberta Hospital. Funds raised will support the development of a specially-equipped Transplant Operating Room. Time is crucial in transplantation surgery, and this will greatly assist in scheduling transplant surgery that offers patients a second chance at life.

Dates: Thursday to Sunday, November 26-29, 2009
Place: Shaw Conference Centre, 9797 Jasper Avenue, Edmonton
Theme: An Enchanted Journey (25th Anniversary of the Festival of Trees)

1. GENERAL INFORMATION

- All items received from designers will be auctioned at the Gala Evening.
- 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.
- Minimum bids for the item and incremental bids are determined by the Festival.
- Disclosure of the value the item sold for at the auction will not be released to the designer.
- All greenery (trees, wreaths, garlands, etc.) must be **artificial**.
- All items must be suitably decorated for placement in a home, office or place of business.
- No advertising, business logos, or personal identification is permitted. Acknowledgments and designer information is listed in the Festival 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 available on site).
- Please do not use fragile ornaments or dried flowers.
- No living plants or animals may be used.
- Only CSA approved mini-lights may be used and 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.
- For tree designers, we ask that a tree skirt or other appropriate covering for the base of the tree be included with the design. The tree skirt or covering will be sold with the tree.
- Please identify the final plug-in site with fluorescent tape (available on site).
- We encourage you to design in keeping with this year's theme of "An Enchanted Journey" although, in the interest of creativity, this is not mandatory.
- 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 prior to October 1, 2009, 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.
- The description portion of the contract 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.

2. HOW SPONSORSHIP WORKS

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 three ways to sponsor or donate your creative item: **1.** total donation; **2.** find your own sponsor; and **3.** request product and/or compensation from the Festival. They are described below.

1. TOTAL DONATION

- As a designer you would absorb **all** the costs associated with your entry. The signage and program material will appear as:

Title of Entry: *Your Title*
Designer: *Your Name*
Sponsor: *Your Name*

NOTE: *All designers who totally donate an entry are acknowledged in the sponsorship part of the program under "Sponsorship Goods & Services." On the contract, please show a retail value of your entry for the program.*

2. FIND YOUR OWN SPONSOR

- As a designer, you are free to solicit your own sponsor. You may also be approached by a company or individual to design something on their behalf. If either of these situations apply, the signage and program material would appear as:

Title of Entry: *Your Title*
Designer: *Your Name*
Sponsor: *Name of Company or Individual sponsoring you*

- We need to know if you have retained a sponsor so that proper recognition can be provided to both you and the sponsor. The deadline for this information is October 1, 2009.

3. REQUEST PRODUCT AND/OR COMPENSATION FROM THE FESTIVAL

- 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. Information on the amounts allowed is as follows:

7 foot tree	\$250.00
6 foot tree	\$20000
5 foot tree	\$150.00
4 foot tree	\$75.00
Wreath	\$50.00

- Compensation will be made 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 11th, 2009.
- If you go “over budget”, any additional money spent will be gratefully accepted as your contribution to the Festival of Trees. If you go “under budget”, you will be reimbursed the amount actually spent.
- Designers receiving **product** and/or a **budget** (as above) from the Festival **will be assigned a sponsor**. The signage and program material will appear as follows:

Title of Entry: *Your Title*
Designer: *Your Name*
Sponsor: *Name of Company or Individual Assigned by Festival*

- 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.

3. PICK-UP DATES AT THE FESTIVAL WAREHOUSE FOR TREES, LIGHTS, ETC.

Address: 4701 91 Avenue; phone 780-451-0765

Date: Saturday, October 24, 2009 – 10:00 a.m. to 2:00 p.m.

- 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 when a Tree Committee member is at the Festival Warehouse.
- Designers of a 5' tree or larger will be provided with:
 - A 2' x 2' wooden base and plastic ties to securely anchor the base of the tree. The base of the tree must be anchored to the wooden base with a minimum of four plastic ties.
 - A plastic tree bag to cover the tree for shipping/delivery after the Festival.
 - Fluorescent electrical tape to identify plug-ins.
 - Please make sure that you have the holes drilled in place for your tree stand prior to designing on site.

NOTE: The above items are available at no charge upon request to the Festival.

4. SET-UP

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

Monday, November 23, 2009 – 1:00 pm to 9:00 pm

Tuesday, November 24, 2009 – 9:00 am to 7:00 pm

- 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. Members of the Tree Committee will be at the site both days and will assist/direct you as to the placement/location of your item. In the event you wish to decorate your entry on site, the Tree Committee will direct you to an available area.
- We ask that entries be completed by 7:00 p.m. on Tuesday, November 24th, 2009.
- The Festival will provide and have on location, the following items:
 - Extension cords
 - Spotlights
 - Wire for affixing decorations to trees, wreaths, etc.
 - Coffee and tea for those setting up
- The Festival does not provide:
 - Tools. We ask designers to bring their own tools to assemble their entry.
 - Meals. There are numerous 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.

5. DESIGNER COMPETITION & PEOPLE'S CHOICE AWARDS

DESIGNER COMPETITION

- The Festival has six independent judges who volunteer their time to judge the various entries submitted by the designers. The categories will be as follows:

- Trees
 - Floral arrangements, topiaries
 - Wreaths, Garlands
 - Creative artwork
- Entries will be judged in the morning on Wednesday, November 25, 2009. 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.

PEOPLE'S CHOICE AWARDS

- 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.

6. 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.
- You and a guest are invited to the Designer Appreciation Wine & Cheese Party which is to be held Friday, November 27th, 2009. Time and place to be advised.
- Designers will be given complimentary Festival admission tickets on the day that their entry is set up on site.
- Tent cards (8.5" x 5.5") are displayed beside each design throughout the Festival. Logos and advertising are not permitted, but the company name or any sponsor and/or designer will be printed on the card. The cards include:
- **Title of Entry:**
 - **Designer:** Due to space limitations, we cannot accommodate lengthy lists of names. Please help us, in the case of multiple names, by selecting a group name to be printed on the signs.
 - **Sponsor:**
- For the purposes of the Festival program, the above information will be included in the program and all designers will be listed.



University Hospital Foundation 2009 Festival of Trees Designer Contract

To be included in the printed Festival program, we must receive your completed contract no later than Friday, September 18th, 2009. Contracts received after Friday, September 18th, 2009 will still be processed (based on availability of space, suitability of entry, etc.); however, the entry and designer information may not be included in the Festival program that is available to the public as well as during the Gala Evening. Late information will be included in an addendum.

It is recommended that all designers read and become familiar with the “Designer Policies & Procedures”.

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

Contact Information

Name: _____

Business/Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Work: _____ Home: _____ Cellular: _____

Email: _____ Fax: _____

Designer Information *(If different than above)*

Name: _____

Business/Organization/
Affiliation of Designer: _____

Business/Organization
Designer designing for: * _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Work: _____ Home: _____ Cellular: _____

Work: _____ Home: _____ Cellular: _____

Email: _____ Fax: _____

* For example, if Designer X of ABC Corporation is designing for XYZ Company, please list all three names.

1. I/we agree to design/decorate the following item(s) for the 2009 Festival of Trees:



Tree

- 7 foot
- 6 foot
- 5 foot
- 4 foot



Wreath

- 36 inch
- 30 inch
- 24 inch
- other

(Please specify)



Floral Arrangement

Height: _____

Width: _____

Base Size: _____



Garland, Swag, Mantle Piece

Length: _____

Width: _____



Topiaries, Garden Urns, etc.

Height: _____

Width: _____

Base Size: _____



Table Decoration, Centerpiece, Candle Wreath, etc.

Height: _____

Width: _____



Other

What is it? _____

How big is it? _____

Made of? _____

DESCRIPTION OF ENTRY: Please describe in detail the theme, colour and overall size of your entry so it can be appropriately placed. Please see the Designers Policies and Procedures. (**NOTE:** It is not necessary to illustrate tree entries.)

Diagram:

I/we the designer(s) have read the 2009 Festival of Trees Designer Package and do hereby consent and agree to the terms and conditions as listed.

AGREED BY: _____
Signature of Designer(s)

Printed Name

Date

2. Festival Signage & Program

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

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

- **Designer(s)** (Additional designer names for inclusion in program.)

- **Sponsor(s)**

- 3. Donation or Sponsorship** (Please see the Designer Policies & Procedures, pages 2 & 3.)
There are three ways to donate or sponsor your creative item: **1.** total donation; **2.** find your own sponsor; and **3.** request product or compensation from the Festival.

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 and/or organization; no reimbursement or product is requested from the Festival.

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.

- 2. FIND YOUR OWN SPONSOR**

You have retained 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; no further reimbursement or product is requested from the Festival.

- 3. 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 \$_____.

Partial compensation as per the table in the Designer Policies & Procedures will only be reimbursed after the Festival and when original receipts (*reminder: please purchase items at a discounted or wholesale price where possible*) are properly listed and submitted with the Festival reimbursement form. Forms must be submitted to the University Hospital Foundation office by Friday, December 11th, 2009. Reimbursement forms are available from the Festival office, on site and on the Festival website. (www.festivaloftrees.ab.ca)

4. I/we the designer(s) agree to be responsible for either:
(Please check only one.)

_____ Delivery of the completed entry to the Shaw Conference Centre
OR
_____ Decorating of the entry on site at the Shaw Conference Centre

Dates & Times for delivery or decorating:

Monday, November 23, 2009 – 1:00 pm to 9:00 pm

Tuesday, November 24, 2009 – 9:00 am to 7:00 pm

NOTE: *The Festival of Trees cannot pick up decorated items. Please do not deliver decorated items to the Shaw Conference Centre before 1:00 p.m. on Monday, November 23, 2009.*

5. I/we the designer(s) have read and agree to comply with all conditions and regulations as set out and outlined in the Designer Policies & Procedures.
6. I/we the designer(s) understand that all decorations must comply with fire, building and health codes.
7. I/we the designer(s) understand that entries will be accepted at the discretion of the Festival who reserves the right to refuse the acceptance of any entry if it is deemed to be inadequate or not suitable. Such discretion is the sole and exclusive right of the Festival. In such circumstances, if the designer had requested and received approval for compensation, such compensation will not be forthcoming.
8. 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 November 25, 2009 during the Gala Evening.
9. 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 by September 18th, 2009.

Diane Stokes, Tree Committee Co-chair

Phone: 407-2786 (Please leave a message and your call will be returned.)

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